JUNE 8, 1959

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

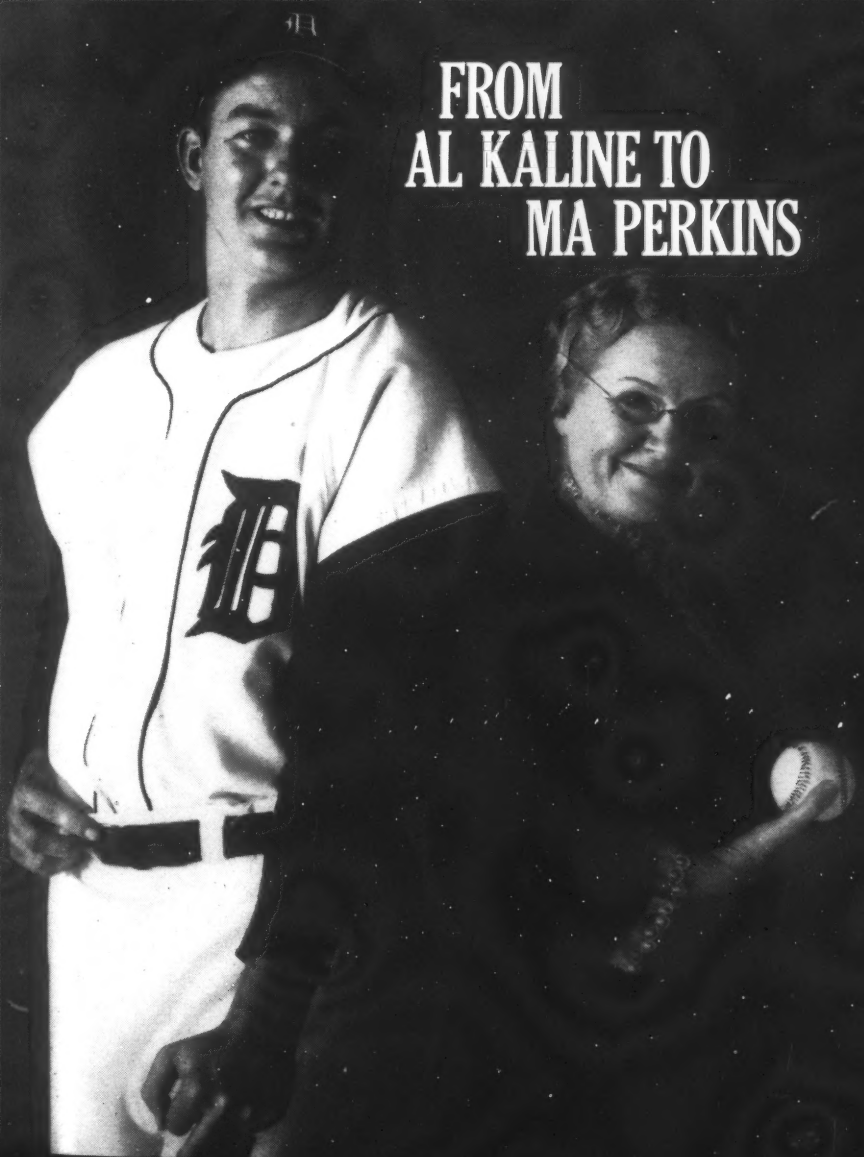
COMPLETE INDEX PAGE 7

FCC casts die: more intermixture of vhf with uhf — Page 35

SRO sign starts to go up for tv networks in fall — Page 38

D.j's in Miami Beach: a four-page pictorial report — Page 93

Admiral unzips full scale plan for color television — Page 107



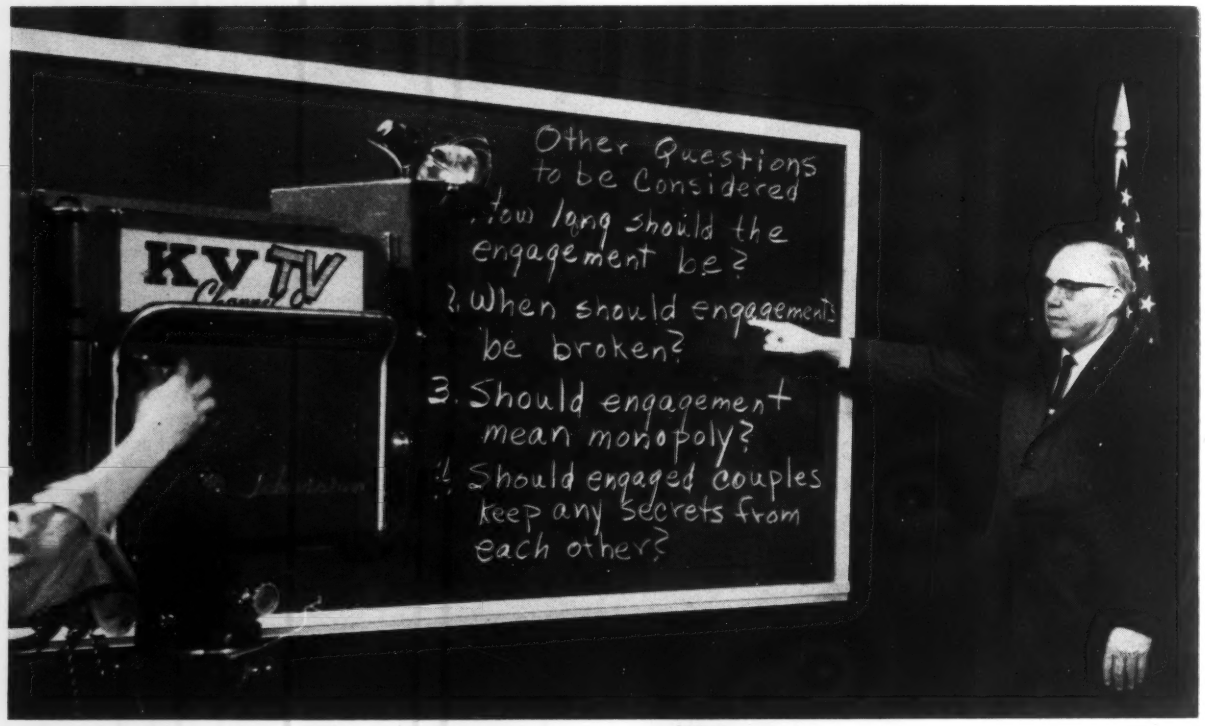
. . . AND EVERYTHING IN BETWEEN!

Now that we've joined the CBS Radio Network, one radio station in Detroit has it all—from baseball to the most popular, most acclaimed network entertainment and information nationally. Famous CBS Radio daytime drama like Whispering Streets, Young Dr. Malone, Ma Perkins and others. The distinguished correspondents and important special broadcasts of CBS News. Gunsmoke, Robert Q. Lewis, Have Gun—Will Travel, Mitch Miller, Amos 'n' Andy, Suspense and more. And next fall, The Metropolitan Opera. When you combine all this with top local personalities, sports and other features, you've got all the radio excitement in town in one place!

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT


KVTV
Other Questions to be Considered
How long should the engagement be?
2. When should engagements be broken?
3. Should engagement mean monopoly?
4. Should engaged couples keep any secrets from each others?

NO MATTER WHAT TIME IT IS . . .

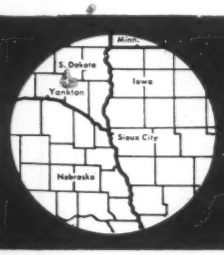
MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Whether it's Saturday morning at 7:30 watching Saturday Semester* or mid-evening —quality programming results in more viewers.

No matter what time it is right now, call your Katz man. Ask to see the February-March ARB which proves why KVTV is the best buy in Sioux City.

*Saturday Semester. Dr. E. Theodore Bauer, Senior Professor of Sociology at Morningside College, Sioux City, is pictured above. He conducts his KVTV College Credit Course, "Marriage and the Family" each Saturday morning from 7:30 to 8:30. One hundred eleven students enrolled in the course will earn two semester hours of credit in sociology when the course is completed.

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa

Coverage that Counts!

Easiest way to get the coverage you need in the vital Lansing-Flint-Jackson area is with the one channel that gets you all three big markets. Now in its 10th year WJIM-TV serves mid-Michigan's 450,000 TV families with the best programs from all three networks.

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

exceptional as an

Emerald

AMERICA'S 10th TV MARKET

The WGAL-TV AUDIENCE is GREATER THAN the combined audience for ALL OTHER STATIONS in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

STEINMAN STATION • Clair McCollough, Pres.

LANCASTER, PA.

Channel 8 • NBC and CBS

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Code problems • Two station entities quit NAB last week in disagreement with Television Code Review Board's actions against stations carrying commercials for Preparation H, hemorrhoid remedy. One was ch. 8 WMTW (TV) Poland Spring, Me. (story page 59); other was midwest multiple owner of two vhfs and two am stations. Radio stations in midwest group were charter members of original NAB and officials of company have been active in association affairs.

Tv code board meets today (June 8) in Washington for major policy determination on Preparation H procedure. Probability is that board will cite code subscribers still carrying Preparation H spots for revocation of code membership. Revocation will be up to NAB Tv Board which meets June 17 in Washington. Code subscriber list unofficially is placed at about 280, down from peak of about 310. Loss of another 25 code subscribers wouldn't surprise NAB headquarters—but loss of more members in NAB itself would be another matter.

Atlanta renewals pend • Atlanta radio station license renewals are principal topic to be discussed at special FCC meeting today (Monday), with possibility formal action may come at regular Wednesday meeting. Commission at this date seems almost evenly split between those who would like full-scale "area" hearing (appraising community as whole and all stations' program balance, overall) and those who feel matter should be handled on individual basis (renewing some licenses, setting others for hearing). Involved are seven Atlanta radio stations which have been operating without license renewals for more than year (CLOSED CIRCUIT, June 1).

Brighter day • ABC-TV officials say they're pleased with advance renewals for daytime schedule, which for while during past season appeared bit rocky. General Foods, Lever Bros., Armour, Toni, Johnson & Johnson, Beech-Nut and Drackett have renewed and Block Drug is new advertiser for year's third quarter deemed critical period in daytime networking. Network also pinning hopes on two strips—*Bob Cummings Show* and *Restless Gun*—which will be scheduled next fall in daytime periods, claims increases in shares of audience during 1-4 p.m. period in past few months.

Another d.j. meet? • Although Todd Storz went on record during second annual disc jockey convention in Miami that Storz Stations would sponsor third convention next year if disc jockeys wanted it, he is reserving final decision until after huddle with record companies on how to control "entertainment" exuberance (story page 93). Meeting will be held with record officials in about a month. Like others at Miami Beach who were chagrined that competitive media caught radio personalities off-guard, Mr. Storz feels "we have to bend over backwards" in this profession "because a lot of attention is focused on us."

Bidding runs high • In rush to prepare for rash of specials as well as several high-budget regular series for next network season (see fall schedule, page 38, and MONDAY MEMO, page 23) is this behind-scenes development: there's intensive competitive bidding for name talent, story properties, producers, writers, etc. Bidding is said by some agency programmers to be more hectic than ever in tv's history. As one agency executive puts it about available talent: "Who's left who hasn't been at least approached for tv?"

July 15 is T-day • Put July 15 on calendar for significant announcement on tv allocations. That is date when FCC and OCDM conferees expect to be at point where they know where they are going on band swapping—to give more vhf to tv, relinquish uhf (and perhaps some vhf) to military. In fact, progress report may be publicly issued at that time. FCC Comr. Fred Ford, liaison with military and other government users, privately has reported to FCC that substantial progress is being made.

"The day we killed uhf" was comment of Comr. Robert E. Lee after FCC last Monday dropped new vhf station into Baton Rouge to replace existing uhf outlet there (story page 35). Comr. Lee, who has strongly advocated move of all tv to uhf, was joined by Comr. Robert T. Bartley in negative vote.

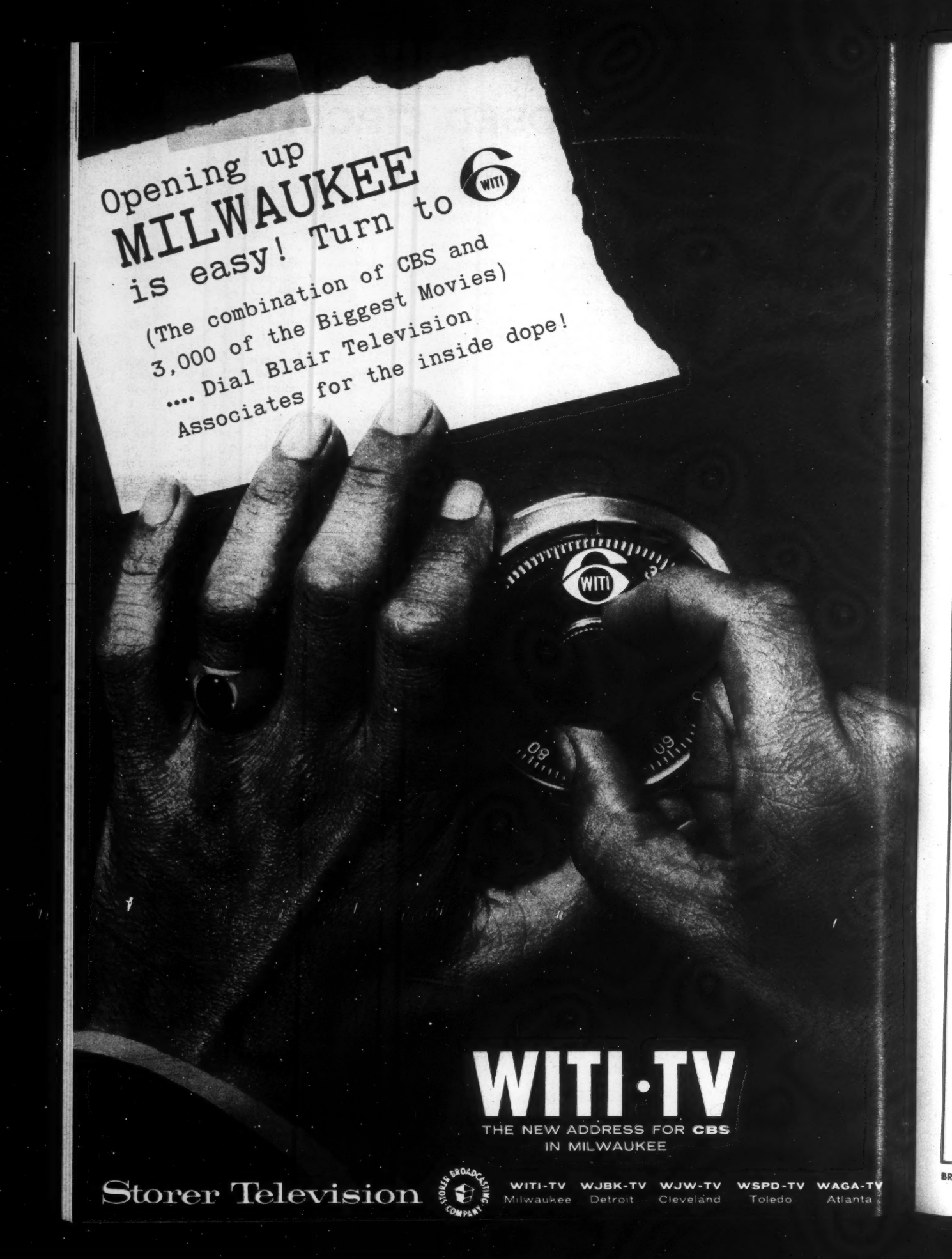
Chain reaction • What isn't readily apparent (except to lawyers and engineers intimately concerned) is that whenever FCC makes move in deintermixing area adding another vhf channel (as it did last week in Baton Rouge, for example), three, four and sometimes half dozen other cities are opened up for similar moves.

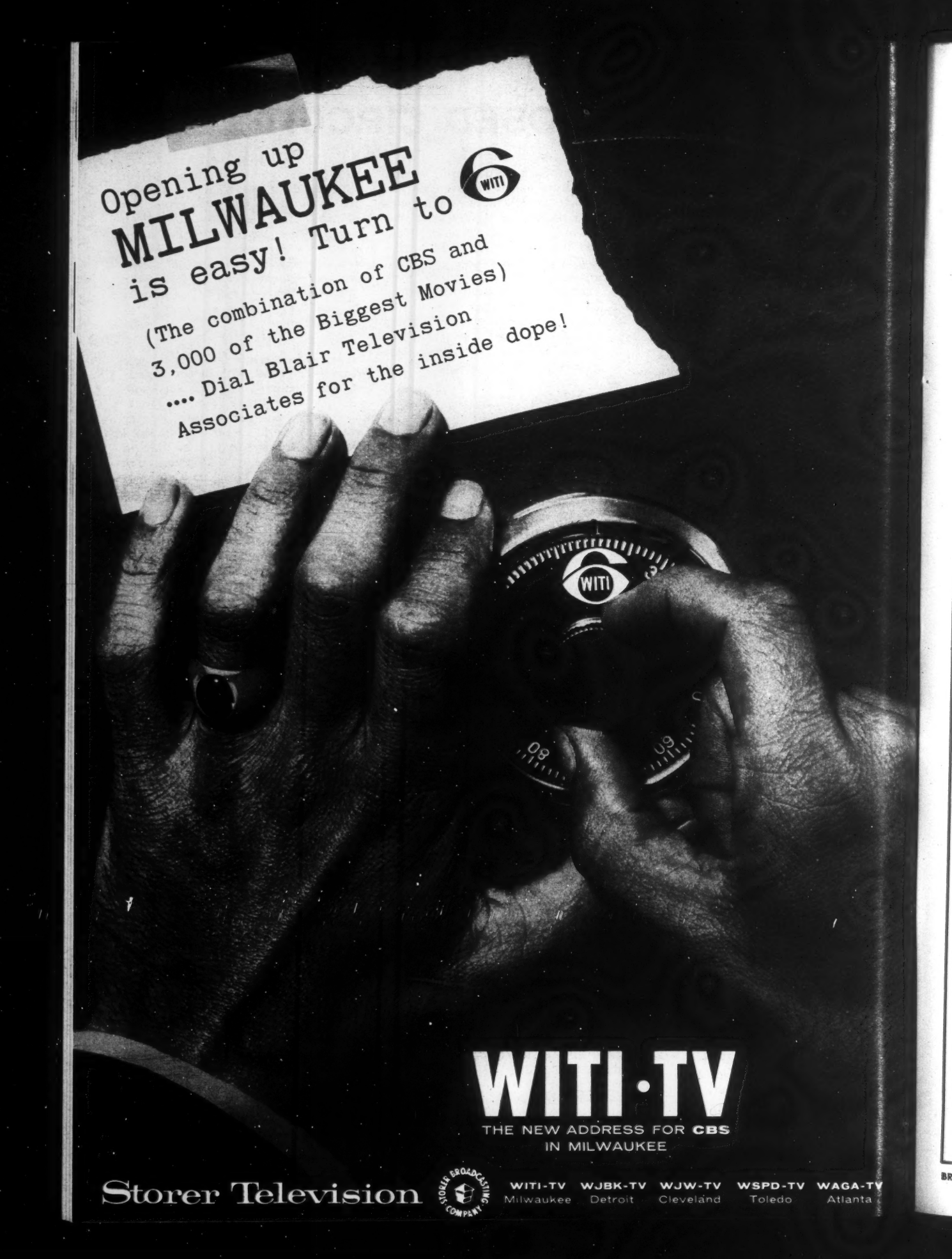
Prime example of this chain reaction is Fresno, Calif. When, as and if Commission makes decision in Fresno, this will also have impact on Bakersfield, Santa Barbara, San Luis Obispo, Sacramento, San Francisco and even Reno, Nev. In some crowded area, like New England, reshuffling circle is even more widening—for once a series of changes are made, new series of changes becomes apparent.

Wide, wide world • NBC appears unworried about fall, with its two top executives planning long trips this summer. President Robert Kintner is taking off on business-pleasure journey around the world in early July. Board Chairman Robert Sarnoff some time in August will leave on far eastern trek covering Hawaii, Japan and probably Hong Kong. Mr. Kintner is expected back before Mr. Sarnoff takes off.

Staff reappraisal • Resignation of economist Warren Baum, chief of FCC's Network Study Office Friday (he's joining World Bank staff on Europe and Africa), will give Commission opportunity to reappraise future of this organization. Office of Network Study was established in October 1957 following submission of Barrow report. Its function was to follow through on more than 30 recommendations made by Network Study Staff. Feeling in some FCC quarters is that with issuance of rule-making notices on option time, spot representation and current hearing on network program practices remainder of ONS work could easily be absorbed by regular Broadcast Bureau staff. This is based on view that Commission has agreed to maintain status quo on other recommendations, including changes in multiple ownership rule.

Waiting and watching • Don't count on Electronic Industries Assn. backing FCC's request for legislation requiring all tv receivers (moving in interstate commerce) to be all-band sets. At last month's Chicago EIA meeting, consumer products division voted to oppose FCC recommendation. It was decided to play it cool, however, and wait and see whether FCC's ideas are seriously taken up by anyone in Congress. FCC made these suggestions last April in report to Senate Commerce Committee; it also recommended that it be given authority to establish standards for tv receivers (BROADCASTING, April 27).


Opening up
MILWAUKEE
is easy! Turn to 6 WITI
(The combination of CBS and
3,000 of the Biggest Movies)
.... Dial Blair Television
Associates for the inside dope!
WITI
WITI·TV
THE NEW ADDRESS FOR CBS
IN MILWAUKEE
Storer Television
STORER BROADCASTING COMPANY
WITI-TV Milwaukee
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta


Opening up
MILWAUKEE
is easy! Turn to 6 WITI
(The combination of CBS and
3,000 of the Biggest Movies)
.... Dial Blair Television
Associates for the inside dope!
WITI
WITI·TV
THE NEW ADDRESS FOR CBS
IN MILWAUKEE
Storer Television
STORER BROADCASTING COMPANY
WITI-TV Milwaukee
WJBK-TV Detroit
WJW-TV Cleveland
WSPD-TV Toledo
WAGA-TV Atlanta

WEEK IN BRIEF

MR. POLK

Tv special: headaches, but big sales too • If anyone should know the ins and outs of the big special program, the difficulties in finding the time to slot it not to mention how to avoid product and program conflicts, it would be George Polk, vice president in charge of radio-tv programming and planning, BBDO, New York. Mr. Polk has been identified closely with specials handled by his agency in the past and next season the list is even longer. Why all the extra effort? Specials sell goods, Mr. Polk explains, writing in this week's MONDAY MEMO. Page **23.**

Action to add vhf stations • FCC tells staff to figure out how to add at least a third v to 21 biggest markets having fewer than three outlets. It also acts to put second v in Baton Rouge and Columbus, Ga. Page **35.**

Ready for tune-in • Tv network fall schedules are virtually complete. Few places for advertisers remain as sales keep up brisk pace. Rundown of program lineups, production costs, sponsors, producers, and unsold or unresolved periods provided for desk top use. Page **38.**

The movies and radio • United Artists is hep to radio, uses the medium frequently and with a grand design to attract the theatre audience. Page **42.**

Mx means mixed up • Fm broadcasters, holding two-day meeting, find their business beset with confusion and problems despite fm's all time high in circulation, service and popularity. Page **66.**

Equal time in perpetuity? • CBS asks FCC to prohibit a candidate who cross-files for nomination in primaries of both major parties from obtaining time, under Sec. 315, equal to that of each of his Democratic and Republican opponents. Page **78.**

The disc jockey convention was a ball • Sixty experts on 18 major panels for two full days blow a serious business-session note at the second annual disc jockey meet at Miami Beach. But sometimes it was hard to hear it in the "symphony" of sun, sand, and a 10-hour top-name talent show following the banquet May 30. Page **93.**

Admiral 'stays' with ship • Chicago electronics firm plans to re-enter color tv picture "all the way," starting shipments of 14 models in August. President Siragusa, who blamed networks a year ago for lack of public acceptance, acknowledges "color programs are increasing in number and popularity." Page **104.**

How do you put 'sell' in your tv commercial? • Some commercials are unusually effective while others even drive customers away. How do you tell them apart? Horace Schwerin, whose research firm has tested 10,000 commercials in the past 13 years, talked about both the good and bad elements of commercials for seven hours last week to 1,000 British advertising and tv representatives in London. Page **106.**

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 38
BUSINESS BRIEFLY 64
CHANGING HANDS 76
CLOSED CIRCUIT 5
COLORCASTING 88
DATEBOOK 15
EDITORIAL PAGE 126
EQUIPMENT & ENGINEERING 104
FANFARE 108
FATES & FORTUNES 97
FOR THE RECORD 111
GOVERNMENT 78
INTERNATIONAL 106
LEAD STORY 35
THE MEDIA 66
MONDAY MEMO 23
OPEN MIKE 27
OUR RESPECTS 125
PROGRAMMING 86
WEEK'S HEADLINERS 10

THE LANSING* MARKET IS MOVING UP...

and your very best buys to serve it completely are

WILS

with 5000 watts . . . and 190% MORE LISTENERS than the market's No. 2 station (C. E. Hooper)

WILX-TV

NBC • CHANNEL 10 • 316,000 WATTS
WITH STUDIOS IN LANSING
JACKSON
BATTLE CREEK

* Ranked 69th nationally (last year it was 106th) Michigan's capital city market area now boasts

- 313,999 residents
- 91,960 households
- a spendable income of $588,989,000

(SRDS — MAY, 1959)

For information on a sound — and sight — market coverage contact VENARD RINTOUL & McCONNEL, INC.

98

WEEK IN BRIEF

MR. POLK

Tv special: headaches, but big sales too • If anyone should know the ins and outs of the big special program, the difficulties in finding the time to slot it not to mention how to avoid product and program conflicts, it would be George Polk, vice president in charge of radio-tv programming and planning, BBDO, New York. Mr. Polk has been identified closely with specials handled by his agency in the past and next season the list is even longer. Why all the extra effort? Specials sell goods, Mr. Polk explains, writing in this week's MONDAY MEMO. Page **23.**

Action to add vhf stations • FCC tells staff to figure out how to add at least a third v to 21 biggest markets having fewer than three outlets. It also acts to put second v in Baton Rouge and Columbus, Ga. Page **35.**

Ready for tune-in • Tv network fall schedules are virtually complete. Few places for advertisers remain as sales keep up brisk pace. Rundown of program lineups, production costs, sponsors, producers, and unsold or unresolved periods provided for desk top use. Page **38.**

The movies and radio • United Artists is hep to radio, uses the medium frequently and with a grand design to attract the theatre audience. Page **42.**

Mx means mixed up • Fm broadcasters, holding two-day meeting, find their business beset with confusion and problems despite fm's all time high in circulation, service and popularity. Page **66.**

Equal time in perpetuity? • CBS asks FCC to prohibit a candidate who cross-files for nomination in primaries of both major parties from obtaining time, under Sec. 315, equal to that of each of his Democratic and Republican opponents. Page **78.**

The disc jockey convention was a ball • Sixty experts on 18 major panels for two full days blow a serious business-session note at the second annual disc jockey meet at Miami Beach. But sometimes it was hard to hear it in the "symphony" of sun, sand, and a 10-hour top-name talent show following the banquet May 30. Page **93.**

Admiral 'stays' with ship • Chicago electronics firm plans to re-enter color tv picture "all the way," starting shipments of 14 models in August. President Siragusa, who blamed networks a year ago for lack of public acceptance, acknowledges "color programs are increasing in number and popularity." Page **104.**

How do you put 'sell' in your tv commercial? • Some commercials are unusually effective while others even drive customers away. How do you tell them apart? Horace Schwerin, whose research firm has tested 10,000 commercials in the past 13 years, talked about both the good and bad elements of commercials for seven hours last week to 1,000 British advertising and tv representatives in London. Page **106.**

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 38
BUSINESS BRIEFLY 64
CHANGING HANDS 76
CLOSED CIRCUIT 5
COLORCASTING 88
DATEBOOK 15
EDITORIAL PAGE 126
EQUIPMENT & ENGINEERING 104
FANFARE 108
FATES & FORTUNES 97
FOR THE RECORD 111
GOVERNMENT 78
INTERNATIONAL 106
LEAD STORY 35
THE MEDIA 66
MONDAY MEMO 23
OPEN MIKE 27
OUR RESPECTS 125
PROGRAMMING 86
WEEK'S HEADLINERS 10

THE LANSING* MARKET IS MOVING UP...

and your very best buys to serve it completely are

WILS

with 5000 watts . . . and 190% MORE LISTENERS than the market's No. 2 station (C. E. Hooper)

WILX-TV

NBC • CHANNEL 10 • 316,000 WATTS
WITH STUDIOS IN LANSING
JACKSON
BATTLE CREEK

* Ranked 69th nationally (last year it was 106th) Michigan's capital city market area now boasts

- 313,999 residents
- 91,960 households
- a spendable income of $588,989,000

(SRDS — MAY, 1959)

For information on a sound — and sight — market coverage contact VENARD RINTOUL & McCONNEL, INC.

98

America's Leading Business Brokers expand to include Radio & Television Brokerage

"The only worthwhile transaction is one that protects the interests of both the buyer and the seller." This basic principle has been the credo of the David Jaret Corp. for over 36 years. Because of the strict adherence to this rule, the Jaret organization has gained a nationwide reputation that has enabled them to sell more businesses throughout the United States than any other brokerage firm.

Many influential and prominent business men, who are clients of the Jaret organization, are vitally interested in acquiring broadcasting properties to augment their well established and varied enterprises and to share in the financial opportunities afforded by this rapidly expanding medium.

In dealing through the David Jaret Corp., you can expect the maximum price possible for your property. Many of the Jaret organization clients are members of one or more stock exchanges, making possible unusual exchanges of stock between interested parties.

Whether you are a buyer or seller, it costs nothing to be informed.

For further details Write or Call

150 MONTAGUE ST.
BROOKLYN, N. Y.

DAVID JARET CORP.

TELEPHONE
ULSTER 2-5600

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

National fm survey planned by Grey Adv.

National survey of fm broadcasting will be made soon by Grey Adv. Agency, New York, David Kimble, agency's senior account executive on NBC, told fm multiplexing seminar Friday (June 5), meeting at Old Point Comfort. Agency bills over $50 million in time and space, only $5,000 of which is now going into fm.

Mr. Kimble revealed survey project at advertising panel discussion (early story, page 66). He said 200-station sample of fm industry will receive questionnaires asking documented coverage date, advertising patterns, type of advertisers, log information, audience composition research, frequency of listening, rate cards and similar material.

In discussing growing interest in specialized audiences and sectional buying Mr. Kimble said agency "will not buy an fm station for duplicated am audience." He described am as mass medium, adding, "we buy it by the numbers." He said Grey's philosophy is to reach given audience with as much impact of awareness and acceptance as possible. Agency's fm survey will be financed by General Electric, RCA Red Seal, Westinghouse Hi-Fi, Youngstown Kitchens and number of other clients.

Dan Hydrick, WGH-FM Newport News, Va., who presided at advertising panel and was seminar host, said many delegates proposed that fm multiplexing seminar be made annual event. Seminar programming included general fm station subjects as well as multiplexing topics.

Three accounts move

Rash of account switches erupted at week's end, paced by move of Best Foods' Nucoa margarine to Dancer-Fitzgerald-Sample, New York, from Guild, Bascom & Bonfigli, San Francisco. Nucoa, active in radio-tv spot, bills about $1.5 million. Chesebrough-Pond's Inc., New York, is announcing today (June 8) appointment of Norman, Craig & Kummel, New York, to handle Pond's Angel Touch and Pond's lipsticks. Both these products, previously at J. Walter Thompson Co., have had relatively little advertising support in recent years but it is believed budget will be raised to about $1 million. JWT will continue to handle other company products and has been assigned five new products, not identified, some of which are being test-marketed. Third account on move was Meade, Johnson & Co. (Pablum products), Evansville, Ind., which was acquired by Kenyon & Eckhardt, New York, from Keyes, Madden & Jones, Chicago.

Tv sweet tooth

Sharp expansion in its tv advertising budget to approximately $1 million is reported planned by New England Confectionery Co., Cambridge, Mass., which presently allocates about $400,000 to tv on behalf of Necco candies. Upgraded tv effort expected to put company's spot advertising in about 100 markets throughout country. Agency: C. J. La Roche & Co., New York.

All-channel tv set interest high at FCC

FCC's interest in all-channel tv receivers is being evidenced in 25-890 mc study underway during past few weeks. Commission counsel Arthur Gladstone has asked question twice, received one enthusiastic response and one cautious one.

Robert W. Galvin, Motorola president, replied he would "enthusiastically" support manufacture of 30-channel extended vhf-band receiver, stated he probably could market set for "essentially" same price as present 12-channel vhf-only set. Mr. Galvin declared himself in favor of 30-mc limit to permit simple tuner design.

FCC has plumped for 50-channel extended vhf television band, with frequencies to come from military. Subject is under discussion between FCC and Office of Civilian & Military Mobilization.

David W. Hull (Raytheon), president of Electronic Industries Assn., replied more charily. He said EIA would not comment because of possibilities of violating antitrust laws and also since association has not queried its receiver manufacturer members on subject.

Hearings resumed this week with witnesses continuing to present non-broadcast testimony. Broadcast representatives will not be called probably until end of next week.

Admiral sales push emphasizing color tv

Dealers were urged by Admiral Corp. executives Friday during national sales meeting in Chicago to "play an important role" in the "gradual but substantial" progression of color television. Ross D. Siragusa, company president, claimed that while monochrome tv will continue to dominate set sales, "color will add the deluxe touch" and holds great profit potential for dealers (early story page 104).

Ross D. Siragusa Jr., tv sales manager, claimed "consumer resistance" to color tv is "lowering" and that servicing difficulties have largely disappeared. He told dealers they can realize as much profit from lower priced color tv as higher-priced monochrome set sales. He also promised competitive pricing policy for Admiral with introduction of fall color campaign.

Alfred Medica, radio division manager, asserted dealers are missing a bet by not promoting radio receivers more heavily, citing resurgence of aural medium, while Carl Lantz, Admiral vice president-sales, said company will boost 1959-60 advertising budget 47%, mostly magazines (dealers will be supplied radio-tv commercials for local use). Admiral officials felt only a steel strike could hobble strong electronics sales activity in last six months of 1959.

NBC-TV renews Paar

Jack Paar, star of his own Monday-Friday 11:15 p.m.-1 a.m. show on NBC-TV, has signed long-term contract with NBC, Robert E. Kintner, network president, is announcing today (June 8). Starting July 6, effective date of new contract, Mr. Paar will be seen Monday-Thursday with special program or taped highlights of former Paar shows with guest m.c. slotted Fridays. He has been on late-night variety show for two years. Program now is carried by 135 stations.

Parkson L. A. office

Parkson Adv., New York, soon will establish Hollywood office, it was announced Friday by Ted Bergmann, Parkson president, who explains that more of agency's tv programs will be produced there next season. DON BLAUHUT, radio-tv director in New

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

York office, will leave July 5 to be in charge of Parkson's West Coast tv production. Mr. Blauhut also retains present title.

ACLU's Sec. 315 view

Candidate's "use" of a radio-tv station's facilities should decide whether or not station's newscasts should be governed by Sec. 315 "equal time" provision of Federal Communications Act, American Civil Liberties Union declared today (June 8). Union made public letter to FCC Chairman John C. Doerfer asserting that "bona fide" newscasts should not be subject to equal time guarantees of Sec. 315 but "when any program, newscasts or otherwise, leans so heavily to one candidate as to constitute in fact a 'use' of the station, then Sec. 315 might legitimately be invoked by other candidates." Union's letter supplemented earlier ACLU communication to FCC on Lar Daly case, contending FCC was out of bounds in ruling Mr. Daly was entitled time to answer newscasts on Chicago stations.

Station sales

Following sales announced Friday, subject to usual FCC approval:

WDMJ-TV Marquette, Mich. • 52% sold by Frank J. Russell Jr. to Morgan Murphy interests for overall consideration involving more than $250,000. New licensee will be North Central Broadcasting Co., owned 52% by M&M Broadcasting Co. (WMAM and WMBV-TV Marinette, Wis.) and 48% retained by Lake Superior Broadcasting Co. present licensee. Among considerations: North Central assumes obligations totaling $102,000; M&M secures *Mining Journal* note amounting to $160,000. *Mining Journal* principally owned by Mr. Russell. Mr. Russell retains ownership of WDMJ Marquette. WDMJ-TV is CBS affiliate on ch. 6, began operating in 1956.

WNXT Portsmouth, Ohio • Sold by Marshall Rosene and associates to Leonard Feldman and A. R. Ellman for $185,000. Messrs. Feldman and Ellman own 50% of KRAM Las Vegas, Nev., and 50% of purchaser of KGMS Sacramento, Calif., now pending. WNXT is 5 kw day, 1 kw night on 1260 kc with ABC affiliation. Broker was Blackburn & Co.

WSTN St. Augustine, Fla. • Sold by Harry Powell and Lawrence Picus to Harry W. Critchlow, former owner of WBUT Butler, Pa., for $68,500. Messrs. Powell and Picus retain ownership of WOBS Jacksonville, Fla. WSTN is 250 w on 1240 kc with CBS affiliation. Transaction handled by Chapman & Co.

KBLO Hot Springs, Ark. • Sold by Richard Biddle and C. J. Dickson to Modern Broadcasting Corp. for $48,000. Modern Broadcasting is owned by Paul L. Myers Jr. and Stan Morris, both employes of WTVN (TV) Columbus, Ohio. Mr. Biddle retains his interest in WOWL-AM-TV Florence, Ala. KBLO is 1 kw day on 1470 kc with MBS affiliation. Broker was Chapman & Co.

KCLP Rayville, La. • Sold by Charles L. Planchard and H. Radcliff to Denver Brannen, for $33,250. Mr. Brannen owns KCIL Houma, La., and WDLP Panama City and WCOA Pensacola, Fla. KCLP is 250 w daytime on 990 kc. Broker: Chapman & Co.

KCSR Chadron, Neb. • Sold by William H. Finch to E. F. Huse Jr. and K. S. Huse for $40,000 plus $20,000 more for agreement not to compete for five years. Huses are principals in WJAG Norfolk, Neb., and *Norfolk News*. KCSR is on 1280 kc with 1 kw day.

KDWD (FM) San Diego, Calif. • Sold by Los Tres Diablos Broadcasters to E. Edward Jacobson, owner of storecasting company operating "Tune Time" background music service in Chicago and Los Angeles. Price: $16,000 cash. Wilt Gunzendorfer & Assoc. handled sale. KDWD broadcasts on 98.1 mc with 3.8 kw.

Two-station quiz

WCCO Minneapolis and KTHS Little Rock will join facilities to offer unique live program Thursday (June 11) featuring Democratic governors of two states answering questions of listeners. Minnesota Gov. Orville Freeman will be in WCCO studios while Arkansas Gov. Orval Faubus will answer questions from KTHS.

WKFM (FM) sues Pulse

Suit claiming discriminatory practices in conduct of radio surveys and $192,300 in damages filed Friday (June 5) against The Pulse Inc. in Chicago District Court by WKFM (FM) there. Complaint charges audience measurement firm intentionally omitted station's call from published report and thus tended to hamper WKFM's ability to compete for advertising.

• Business briefly

• Morton's Frozen Foods Inc., Rye, N.Y., concentrating on tv spot ID's this month is test marketing in several markets including Philadelphia and Washington. Ted Bates & Co., N.Y., is agency.

• Dromedary Co., Div. of National Biscuit Co., N.Y. (Dromedary mixes), entering various markets with daytime tv minutes starting today (June 8) and continuing through July 3. Agency: Ted Bates & Co., N.Y.

WEEK'S HEADLINERS

DICK SHEPARD, director of radio and television for Rumrill Co., Buffalo advertising agency, and in charge of broadcasting activities for Buffalo, Rochester and Utica, N.Y., offices, named general manager of WHAM Rochester, N.Y. He has headquartered in Buffalo since February 1958. Before joining Rumrill, he was with WBEN Buffalo sales department for six years. He entered radio in 1945 with WGR Buffalo. His appointment follows acquisition of WHAM by Genessee Broadcasting Co.

CHARLES C. (BUD) BARRY, president of NTA Television Network, resigns to join Young & Rubicam next month as vp in tv programming and talent, reporting to Peter G. Levathes, vp in charge of radio-tv department. Mr. Barry will have general supervision of programs and production as well as creative program development. Mr. Barry joined NTA Film Network last January after having served as vp in charge of tv at Lowe's (MGM-TV) since April 1956. TED COTT, vp in charge of NTA's stations, will assume all programming facets of NTA's network, it was reported, with plans progressing on NTA's new program tape service. ANTHONY V. B. GEOGHEGAN, senior vp and chairman of plans board at Y&R, appointed executive vp. Mr. Geoghegan has been with agency since 1924, one year after its founding.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

From the Very Beginning
These Men Have Been Top Rated

CARL AKERS
Denver's #1 Newscaster

STARR YELLAND
Denver's #1 Sportscaster

DICK BECKER
Denver's #1 Weatherman

*Latest ARB and Nielsen Surveys

CBS

CBS in DENVER

KLZ TELEVISION

Channel **7**

REPRESENTED BY THE KATZ AGENCY

For the Picture of Pictures . . .
TAPE IT RCA!

FOR THE

PICTURE OF PICTURES...

TAPE IT RCA!

The *picture's* the thing . . . You want your commercials to have the snap, sparkle and punch characteristic of superb pictures. By "taping it RCA" you get live picture quality. All the freshness, all the life-like detail comes back to you on RCA tape —thanks to advanced, built-in, quality-control features of the RCA TV Tape Recorder. Unlike older designs, this newest of TV Tape Recorders makes it easy to get and keep highest quality pictures. Your programs and commercials stand closest scrutiny because they are transcribed "live" from the very first breath. Compatible in every respect, the RCA TV Tape Recorder also has built-in features for superior color rendition that become an added bonus for monochrome. Ask your engineer to explain the picture-plus advantages of RCA's *electronic quadrature adjustment, sync regeneration, four-channel playback equalization,* and *built-in-test equipment,* or see your RCA Representative. For complete particulars, write to RCA, Dept. TR-2, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

KRON is TV in SF

San Franciscans are sold on KRON-TV

One Minutes Available
GOLDEN GATE PLAYHOUSE
Mon.-Fri. 3-5:15 PM
Easy to Buy
All Plans Apply

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

JUNE

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

June 9-July 1 — Communications Subcommittee of Senate Commerce Committee hearings on 13 pending bills amending Communications Act.

June 10—Second of two-meeting series, Special NAB Tv Public Information Committee, Washington.

June 10—Agency Broadcast Producers Workshop, Chicago Film Lab, Chicago, postponed from May 27. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

June 11—NAB Freedom of Information Committee, Mayflower Hotel, Washington. Legislative developments relating to Sec. 315 of Communications Act (equal time) and secrecy in government will be considered. A Congressional leader is slated to be guest of committee.

June 12—Pennsylvania AP Broadcasters, Pittsburgh.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—U. of Chicago Communications Dinner, Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

*June 13-14—National Federation of Advertising Agencies, Chatham Bars Inn., Chatham, Mass. Kenneth Goesbeck, agency management consultant, will discuss agency problems. NFAA has membership of 22 agencies. James W. Clark, of Gerth, Brown, Clark & Elkus, San Francisco, is president.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian Motel, Jackson, Miss.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15—NAB Tv Code Review Board, NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—NAB Combined Boards of Directors, NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, Syracuse U. School of Journalism and School of Library Science, Syracuse, N.Y.

June 16, 23-24—FCC panel before House Legislative Oversight Subcommittee.

*June 17-19—American Marketing Assn., 42d national conference, Statler Hilton, Cleveland. Topics: Marketing in the 1960s, consumer and industrial; marketing research breakthroughs; public utility marketing; defense, chemical, agricultural marketing; federal statistics and the 1960 decennial census; teaching tools; marketing management tools; tv as a selective medium (Leon Arons, vice president, Television Bureau of Advertising); consumer behavior.

June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

June 17-20—National Assn. of Television-Radio Farm Directors, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting Catholic Broadcasters Assn., Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—Senate Commerce Committee hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

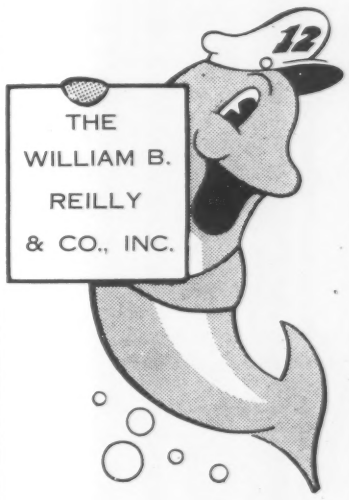
June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual Grand Ole Opry talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for

"JAXIE" Salutes

LUZIANNE TEA



The William B. Reilly & Co., Inc. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Luzianne Tea is using a saturation spot schedule, and these spots—combined with WFGA-TV programming—will provide top selling power for the William B. Reilly & Co., Inc.

"Jaxie" is proud to have Luzianne Tea and the Walker, Saussy advertising agency on its growing list of advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

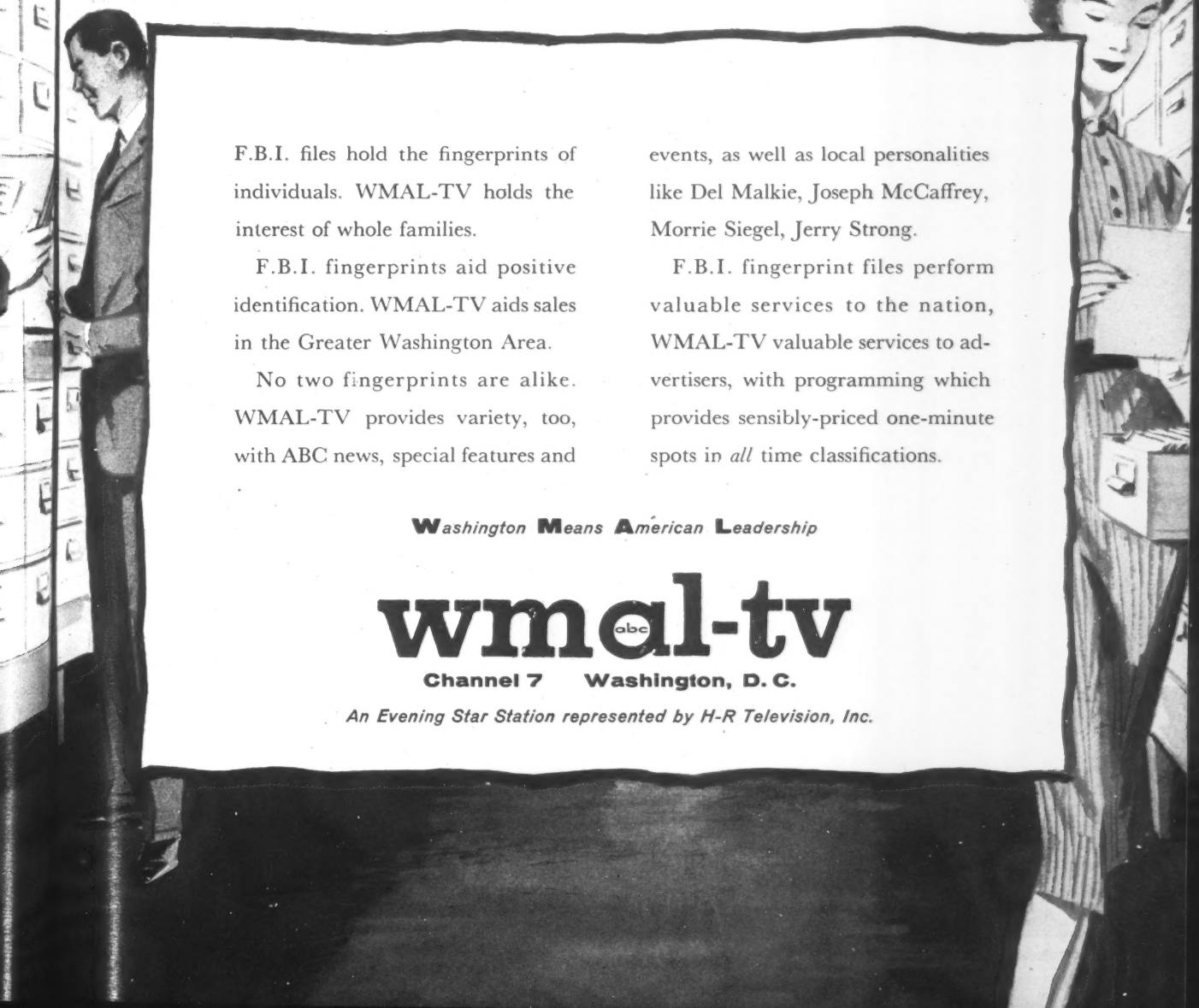
WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

PRINT
LATENT

LOCAL PRODUCTS:

F.B.I. Fingerprint Files ...and WMAL-TV

ABC IN THE
NATION'S CAPITAL



F.B.I. files hold the fingerprints of individuals. WMAL-TV holds the interest of whole families.

F.B.I. fingerprints aid positive identification. WMAL-TV aids sales in the Greater Washington Area.

No two fingerprints are alike. WMAL-TV provides variety, too, with ABC news, special features and events, as well as local personalities like Del Malkie, Joseph McCaffrey, Morrie Siegel, Jerry Strong.

F.B.I. fingerprint files perform valuable services to the nation, WMAL-TV valuable services to advertisers, with programming which provides sensibly-priced one-minute spots in *all* time classifications.

Washington Means American Leadership

wmal-tv
abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

Sure, there are 3 good TV stations in FRESNO

10% of the state's television stations are in Fresno. If you'll study the ratings for the area, each has its special claims. Here are some for KJEO-TV:

1. Current ARB ratings show most audience 6 nights out of 7!
2. Current Nielsen shows quarter hour leadership from noon till sign off over the other UHF station and the VHF station.

Channel 47, No. 1 for the audience *and the base cost* in Central California!

KJE channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

promotion prizes and for all expense-paid trips to Nashville.

June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

June 20—Florida AP Broadcasters, annual meeting, DuPont Plaza Hotel, Miami.

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

June 22-23—Montana State U. School of Business, Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KIIK-AM-TV Billings, is chairman.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.,** Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers,** Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

***July 5-11—Advertising Federation of America** management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foote, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

Aug. 24-28—American Bar Assn. annual convention, Miami, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22—Louisiana Assn. of Broadcasters, Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 7-9—Canadian Section. Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 7-9—Institute of Radio Engineers Canadian Convention, Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies,** Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

NOVEMBER

Nov. 2-4—Broadcaster Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

***Nov 9-10—Institute of Radio Engineers,** radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they *buy,* these Negroes *listen*—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

That's why, no matter what your advertising budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're literally missing 40% of Memphis!

Let us send you proof of performance in your field!

Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

An even BIGGER

RES

Jim Davis as Wes Cameron and Lang Jeffries as Skip Johnson star in "Rescue 8" ...the dramatic...action-packed... human-interest series.

ER 2nd year ahead!!

SCUE 8

SENSATIONAL RATINGS! RECORD RENEWALS!

NOW...39 THRILLING NEW HALF HOURS FOR ONE OF TV'S MOST TALKED ABOUT SYNDICATION SUCCESSES!

FOR DETAILS CONTACT:

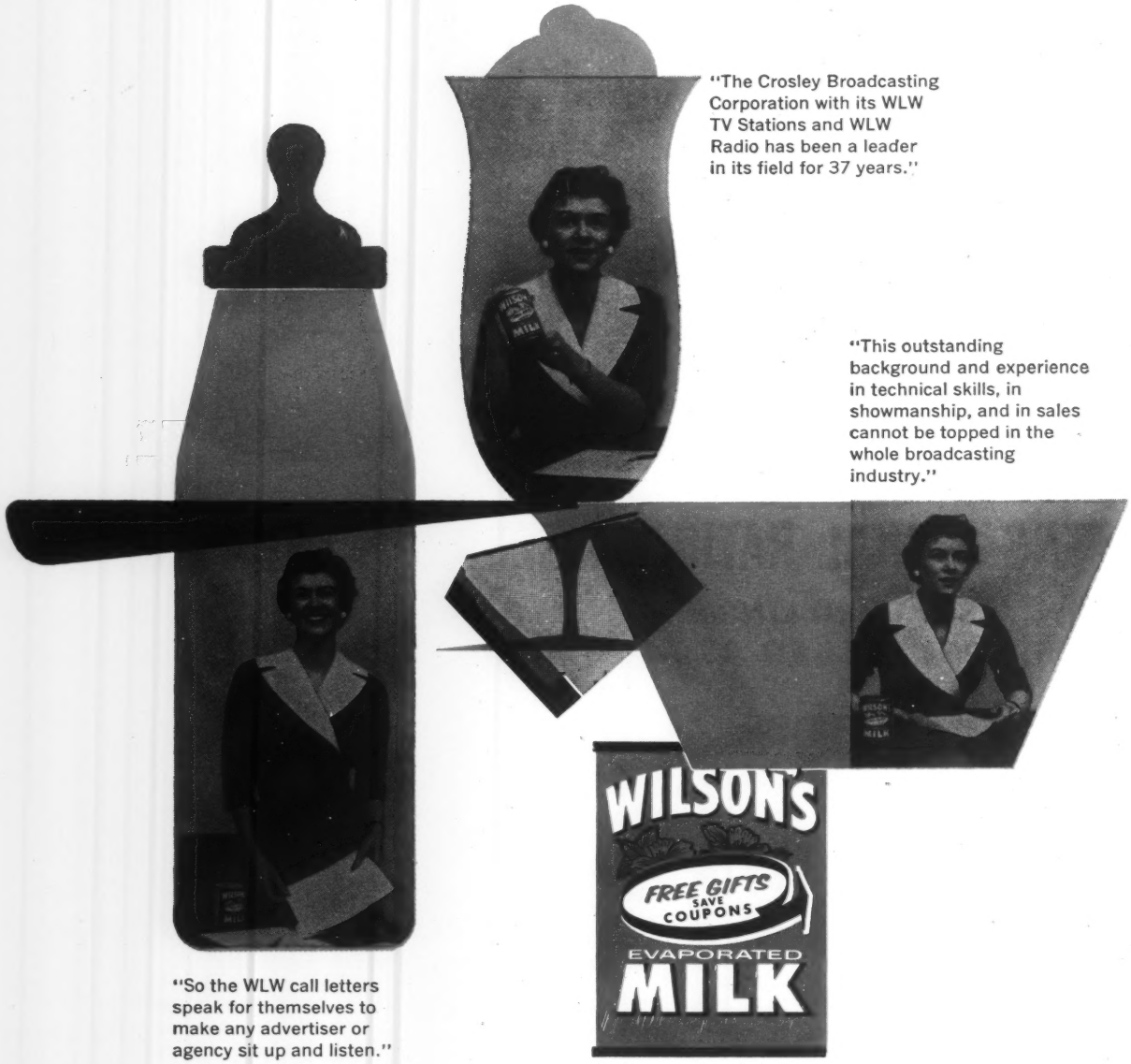
SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

Interview: Helen Sarid

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.



"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."

Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW Radio

Crosley Broadcasting Corporation a division of **Avco**

MONDAY MEMO

from **GEORGE POLK,** *vice president in charge of radio-tv programming and planning, BBDO, New York*

Tv special: headaches, but big sales too

Almost everyone associates Pat Weaver with the spectacular and yet, while Pat was running NBC, all the networks combined programmed less than 50 specials a season. Next season, however, it is estimated that there will be about 200 specials on the networks. What has caused this tremendous increase in the use of specials? And what new problems have come about because of this increase?

In the first place, we must assume that they work. If renewal is an indication of success, our experience is that indeed they do work. The du Pont *Show of the Month* will begin its third season in September. Rexall has increased its number of specials from two to six a year. Philco has stepped up its use of specials. Westclox, starting with "Wonderful Town," and then "Meet Me In St. Louis," will sponsor half of seven 1½-hour shows next season. General Mills is entering the field for the first time. In addition, we have some very definite evidence of sales results which can be traced directly to specials.

Proving by Selling • Specials have proven their ability to sell all kinds of items ranging from low-cost watches and drug products to high-ticket automobiles. And they can sell ideas or corporate image as well. The users of specials include some of the biggest and most analytical buyers of tv, among them General Foods, General Mills, Revlon and P&G.

Specials are actually a most flexible use of television. You can select the mood of your show and, of course, the program itself, the time of year, the time of evening, the cost of the show and the number of shows you buy, whether it be only one or ten.

They are within reach of the smallest advertiser, who can be big when he is on tv by buying an important property in the primest of time. He can have real pride in his television effort. He can squeeze every penny out of his buy by promoting it to the consumer as well as the trade, to say nothing of the merchandising possibilities and hypo-ing effect it can have on his sales force. He can repeat this effort as many times as his budget will allow and use it in combination with other forms of tv or other media. And he can schedule it at his peak selling season, thus making his dollars work at maximum effectiveness.

Popularity Brings Problems • However, due to the increased interest in specials, they have become much more difficult to put on. A great number of the bigger-name performers have either been tied up exclusively with advertisers or are committed to shows which makes them unavailable for yours.

Likewise, good book properties are becoming more difficult to find, many having already been done on tv. Others are holding out for higher prices.

Not only does the number of specials make it more difficult to compete for attention program-wise, but, also, the difficulty in clearing time has become almost unbelievable. NBC and CBS are completely sold out on preemptable time. Even the two regular hour periods NBC has set aside for specials, 8:30 p.m. Friday and 8 p.m. Sunday, are almost all spoken for, and ABC is reluctant to preempt before the first of the year.

Besides the scarcity of time, there are many complications which make the selection of time for a special much more difficult than most realize. First, you want a period of high sets-in-use and against competition that is not unusually tough. Particularly, you don't want to be against another special. Then, you must make sure that enough stations can be cleared live, as very few buyers of specials will accept delays. Then if you have an adult dramatic program, you don't want an early time where the dial is controlled by kids, so that eliminates all the 7:30-9 p.m. periods, which narrows the field.

Self-Competition Hurdle • No advertiser wants to put a special against one of his own regularly scheduled programs or against any one of the parent company's programs which can be numerous in the case of the large buyers, particularly the automotive advertisers who are all over the networks and are big buyers of specials as well. Also, most advertisers have their individual preferences or taboos.

The network does not like preemptions of the same period (they are allowed two preemptions by contract) too close together, nor for that matter does the advertiser like being preempted, and understandably so. In the case of programs sponsored alternately by different advertisers, which has become the norm today, you must make sure to preempt each advertiser only once.

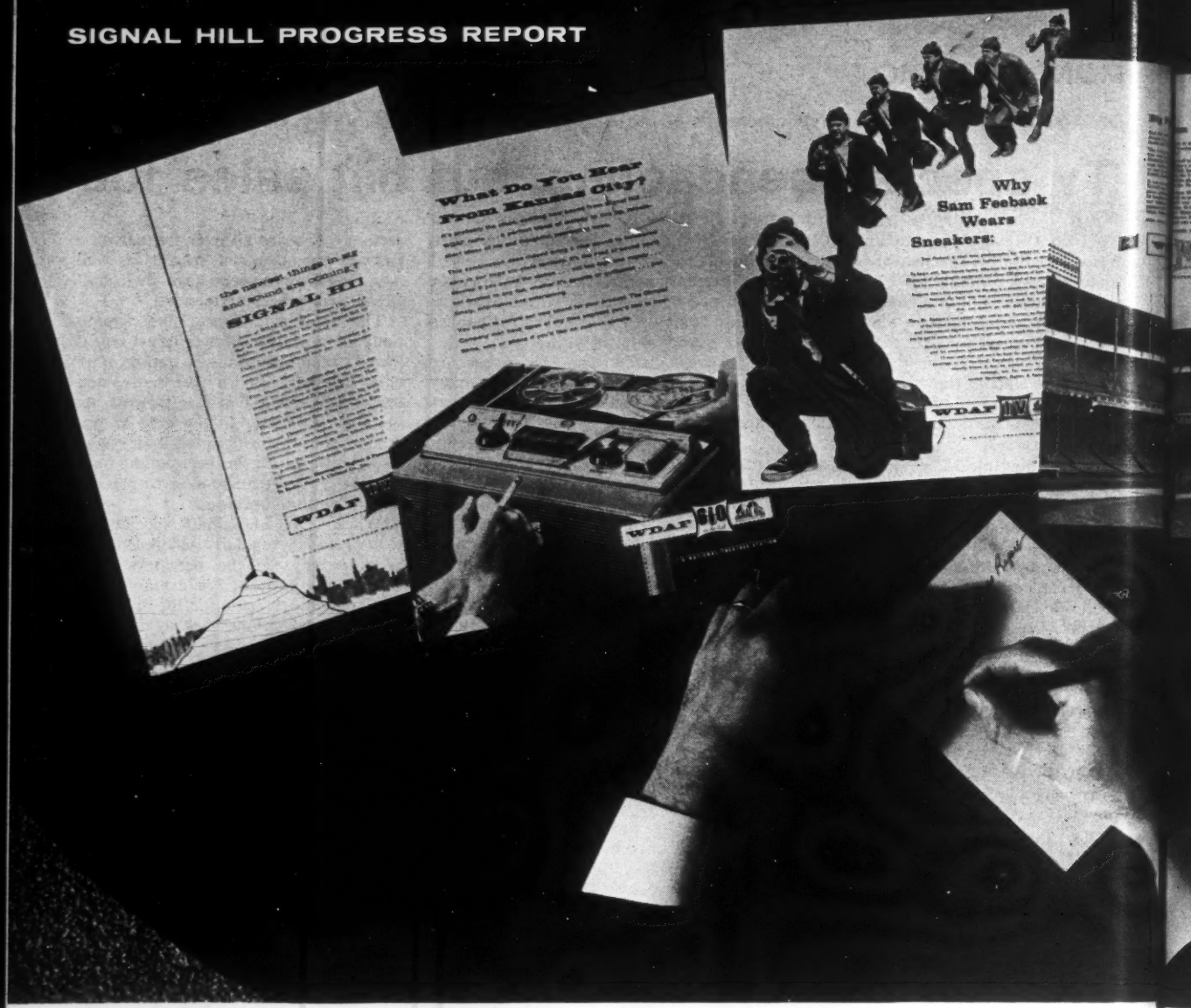
Where hour-and-a-half specials are to be cleared, regularly scheduled hour programming on the networks eliminates many periods. For example, Sunday night next season NBC will have three hour programs back to back, and 1½-hour preemptions between 7 and 10 p.m. can't be considered.

That 'Other Brand' • Of course, the network cannot preempt a period occupied by a competitor and in the case of hour-and-a-half preemptions (involving as many as three half-hour shows) this can be quite a problem, particularly with multi-brand advertisers who are generally protected on their entire line of products, whether they are all advertisers or not.

So you can see that where once all that was necessary was to select any one of many fine specials being offered and to approach the networks for time (all of which were clamoring for this exciting kind of programming), today it is quite different. And while specials have caused tremendous headaches for the networks, agencies, and advertisers, they are probably the best thing that ever happened to the viewer, to say nothing of the advertisers using them successfully.

George Polk b. New York City, attended Hotchkiss School and graduated from Pomfret School and Erskine College 1950. Joined BBDO in 1950 serving first in media research, then as timebuyer and subsequently becoming head timebuyer of the media dept. Moved to radio-tv dept. at the agency as liaison with media in 1954. He later was put in charge of radio-tv programming and planning, being elected a vice president in 1958. Mr. Polk generally is very much involved with tv specials at BBDO, an agency whose clients number among the top group of advertisers sponsoring specials on the networks next season.

SIGNAL HILL PROGRESS REPORT



If you're a regular customer at this stand, you've seen these monthly progress reports to the trade. They've kept you aware of some of the important changes taking place on the Kansas City communications scene.

The changes began a year ago when National Theatres assumed ownership of WDAF, Kansas City's first radio and television stations. Both were blessed with overwhelming power which assured penetration into every nook and cranny of the fat Heartland territory. We christened the property "Signal Hill", and tackled the job of building a sight and a sound to match that power.

That job affected every phase of our operation. It involved literally thousands of decisions and unshakable determination to deliver an

YOU'VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK*
WDAF 610
OH, BROTHER! CONGRATULATIONS TO 'EM!
WDAF TV
Careful, Moscow — Kansas City Is Listening!
WDAF 610

entirely new product to Kansas City audiences. The payoff for us has been the greatest advertising boom and steadiest audience climb in the stations' 37-year history.

It's been a big year for Heartland listeners and viewers, for our advertisers and for us. But if our first year on Signal Hill was big, wait till you see what follows.

WDAF SIGNAL HILL RADIO & TV
KANSAS CITY, MO.

A NATIONAL THEATRES STATION

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.
HENRY I. CHRISTAL CO., INC.
NBC

IDEAS IDEAS IDEAS

GIMMICKS PRODUCTION FEATURES CONTESTS SALES AUDIENCE

THIS MAY BE THE MOST PROFITABLE DISC YOU'LL EVER SPIN!

From Top-Rated Stations Coast to Coast . . .

the SUCCESSFUL IDEAS

that INCREASE AUDIENCE AND PROFITS

Send now for your audition package of Radio Recorders new Audio Air-Check Service. Containing an expanded profile of five of the nation's most aggressively programmed stations . . .
. . . it lets you hear for yourself how easily you can now keep up with the best in radio throughout the year.

This new low-cost service brings you the programming ideas that work . . . the features major stations are using *today* to build audiences and increase sales. These are *proved* ideas you can duplicate with your own staff.

Each Audio Air-Check is completely indexed to give you an accurate profile of the nine different top-flight stations monitored every month. With Radio Recorders Audio Air-Check Service you can keep abreast of each shift in sales strategy, programming gimmicks, ad formats. It's all yours right while it's happening . . . available to you exclusively in your market . . . at a price you can easily afford.

Hear for yourself. The special Audio Air-Check Audition Package is available now at $15 per copy. If your order for the complete service is received within 20 days, the $15 will be credited to your first quarter's subscription.

The first order received for the Audition Package from each market reserves the exclusive subscription service for a 10-day examination period. So send your check *now.*

Here's the key to ratings and sales . . . the only complete source of proved broadcasting ideas across the nation. If you want to lead in your market, send right now for the special Audition Package of Audio Air-Check Service.

Every month 36 hours of top-rated programming is recorded from 9 different stations . . .

. . . skillfully edited to give you only the outstanding audience-building, sales-producing ideas . . .

. . rushed to you every 10 days on a 12" double-face LP.

SEND THIS COUPON NOW!

. . WIRE . . WRITE . . OR PHONE . .

for your Special

Audio Air-Check AUDITION PACKAGE

MP-TV SERVICES, INC., National Distributor
Radio Recorders Audio Air-Check Service
7000 Santa Monica Blvd., Hollywood 38, California

Call Felix Adams
HOllywood 3-3282

Please rush the SPECIAL AUDITION PACKAGE of your new Audio Air-Check Service and reserve the exclusive subscription in this market for a ten-day period.

_____ Enclosed is my check for $15.

_____ Send informational brochure.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ STATE_____

OPEN MIKE

They all like Elgin story

EDITOR:

I can't begin to tell you how pleased we were with the excellent article on Elgin in your May 18 issue (page 48). I was in New York and first saw the article at J. Walter Thompson's office there, where it excited a lot of comment. . . .

We would like to obtain 60 copies to distribute to our salesmen. . . .

Gordon Howard
Advertising Manager
Elgin National Watch Co.
Elgin, Ill.

[EDITOR'S NOTE: Copies of May 18 issue are enroute.]

Paint firms' tv budget

EDITOR:

MAY WE HAVE PERMISSION TO REPRODUCE ARTICLE PAGE 35 MAY 11 PAINT FIRMS SPEND $1.6 MILLION IN TV IN OUR DEALER PAPER AND HOUSE ORGAN WITH PROPER CREDIT.

J. N. COPELAND
RUSTOLEUM CORP.
EVANSTON, ILL.

[EDITOR'S NOTE: Glad to grant permission.]

Lesson in diplomacy

EDITOR:

Thought you might be interested in the attached letter found one bright morning on the manager's desk with a copy on the program director's desk. . .

Walt Baker
Program Director
WLOF-TV Orlando, Fla.

P.S.: The film editor got his rewind.

* * *

Dear Front Office:

It has just occurred to me that the 16mm film hand-rewind in the film room can very easily be modified for attachment to a small but effective martini shaker which I believe could be a great asset to the front office and most of all the sales department, and I would gladly give up this great piece of equipment for such a good cause. This would of course leave the film room without a rewind and could not

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

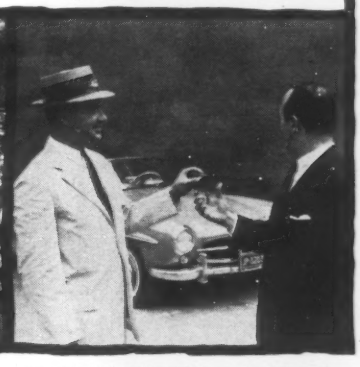
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Picture Q*

*What's your WOODquotient?

Once again, the latest Pulse* says WOOD-AM has the greatest share of audience. In how many quarter hours per week do we lead? 297 365 433
(We lead in 433; are tied in 9)

More national advertisers place schedules on WOOD-AM than on any other local station. How many were happily scheduled last year? 153 412 638
(412 — were you among them?)



WOOD-AM always leads in local promotions. The latest is coverage of the 5th Annual: WOODland Antique Auto Tour, WOODland Sports Car Rally, WOODland Motorcycle Jump
(WOODland Antique Auto Tour . . . 23 skidoo!)

Speaking of automobiles — foreign and domestic — how much loot did WOOD-listeners drop on cars in 1958? $307,633,000 $355,453,000 $409,273,000
*($409,273,000** — with 536,769*** passenger cars runnin' around)*

**SRDS Consumer Markets, 1958; ***Michigan Secretary of State

How to rate your WOODquotient:

0 right — You need help, bad! Call the Katz man
1-2 right — Are you satisfied with mediocrity?
3 right — Close, but no seegar
4 right — You must be on our mailing list

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

We own 12.9% more Number One quarter-hours than all other Pulse-Rated Stations Combined, including "Miscellaneous." AND our audience is 92% adult.

In Boxing...

it's Marquess of Queensberry

in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to **know** what you're doing – or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and **keep** looking, all year 'round, whenever they need information). The 1959 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. **Call or wire collect to reserve space.**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

operate in this condition. This situation could very easily be remedied by purchasing from the Neumado Co. one power rewind model XPD-2 for the small sum of only $125. . . . This rewind will expedite film make up a very great deal and also lengthen the life of my right arm about 10 years. I will be indigently waiting your answer on this matter. Thank you for your splendid cooperation.

Henry E. Johnson
Film Director, WLOF-TV

Future broadcaster

EDITOR:

A young chap, Reshad Rahman, could use a summer job in broadcasting, preferably along the East Coast. Here are some facts on young Rahman, age 24: He is the son of O. B. Rahman who is the "Jim Hagerty" of the Indian government. . . . Young Rahman has lived in the U.S. for eight years, speaks American well and has had a variety of part-time and summer jobs to help him pay his way through college. He is a junior at the Pennsylvania Military College majoring in engineering.

Rahman needs a summer job and prefers broadcasting which he eventually expects to pursue later in India. . . .

Richard P. Doherty
Tv-Radio Management Corp.
Washington

'Make Believe Ballroom'

EDITOR:

. . . Martin Block was not the first disc jockey nor did he originate the title *Make Believe Ballroom* (EDITORIAL, May 25, page 116).

Both belong to Al Jarvis. I was manager of KFWB Hollywood in 1934 when Al Jarvis came to me with an idea for a show. It was called *Make Believe Ballroom*. It was then running on another Los Angeles station and Jarvis thought it would do better on KFWB. . .

After several months on the air we found our salesmen could not sell time on the show, believe it or not, and Jarvis asked me to find someone to put the show on and he would go out and sell it. My production manager, Jack Joy, hired Martin Block for the replacement. Later the two had a misunderstanding and Block left and took the idea and the title to New York.

Jarvis tried many times unsuccessfully to make Block relinquish the title but legally could not do so.

Gerald King
Gross-Krasne Inc.
Hollywood, Calif.

Keeping in touch

EDITOR:

. . . Both the American and European staff . . . read BROADCASTING avidly to

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

We own 12.9% more Number One quarter-hours than all other Pulse-Rated Stations Combined, including "Miscellaneous." AND our audience is 92% adult.

In Boxing...

it's Marquess of Queensberry

in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to **know** what you're doing – or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and **keep** looking, all year 'round, whenever they need information). The 1959 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. **Call or wire collect to reserve space.**

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

operate in this condition. This situation could very easily be remedied by purchasing from the Neumado Co. one power rewind model XPD-2 for the small sum of only $125. . . . This rewind will expedite film make up a very great deal and also lengthen the life of my right arm about 10 years. I will be indigently waiting your answer on this matter. Thank you for your splendid cooperation.

Henry E. Johnson
Film Director, WLOF-TV

Future broadcaster

EDITOR:

A young chap, Reshad Rahman, could use a summer job in broadcasting, preferably along the East Coast. Here are some facts on young Rahman, age 24: He is the son of O. B. Rahman who is the "Jim Hagerty" of the Indian government. . . . Young Rahman has lived in the U.S. for eight years, speaks American well and has had a variety of part-time and summer jobs to help him pay his way through college. He is a junior at the Pennsylvania Military College majoring in engineering.

Rahman needs a summer job and prefers broadcasting which he eventually expects to pursue later in India. . . .

Richard P. Doherty
Tv-Radio Management Corp.
Washington

'Make Believe Ballroom'

EDITOR:

. . . Martin Block was not the first disc jockey nor did he originate the title *Make Believe Ballroom* (EDITORIAL, May 25, page 116).

Both belong to Al Jarvis. I was manager of KFWB Hollywood in 1934 when Al Jarvis came to me with an idea for a show. It was called *Make Believe Ballroom*. It was then running on another Los Angeles station and Jarvis thought it would do better on KFWB. . .

After several months on the air we found our salesmen could not sell time on the show, believe it or not, and Jarvis asked me to find someone to put the show on and he would go out and sell it. My production manager, Jack Joy, hired Martin Block for the replacement. Later the two had a misunderstanding and Block left and took the idea and the title to New York.

Jarvis tried many times unsuccessfully to make Block relinquish the title but legally could not do so.

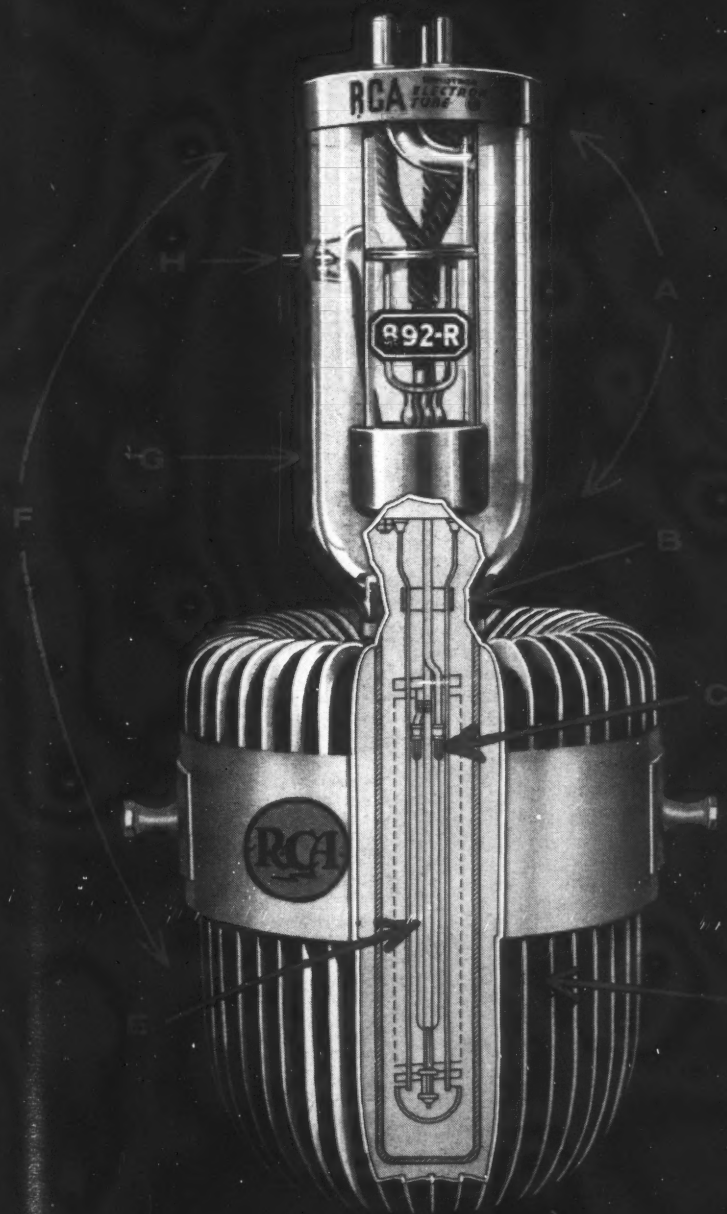
Gerald King
Gross-Krasne Inc.
Hollywood, Calif.

Keeping in touch

EDITOR:

. . . Both the American and European staff . . . read BROADCASTING avidly to

It's the care we give the "inner tube" that adds the extra hours



The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

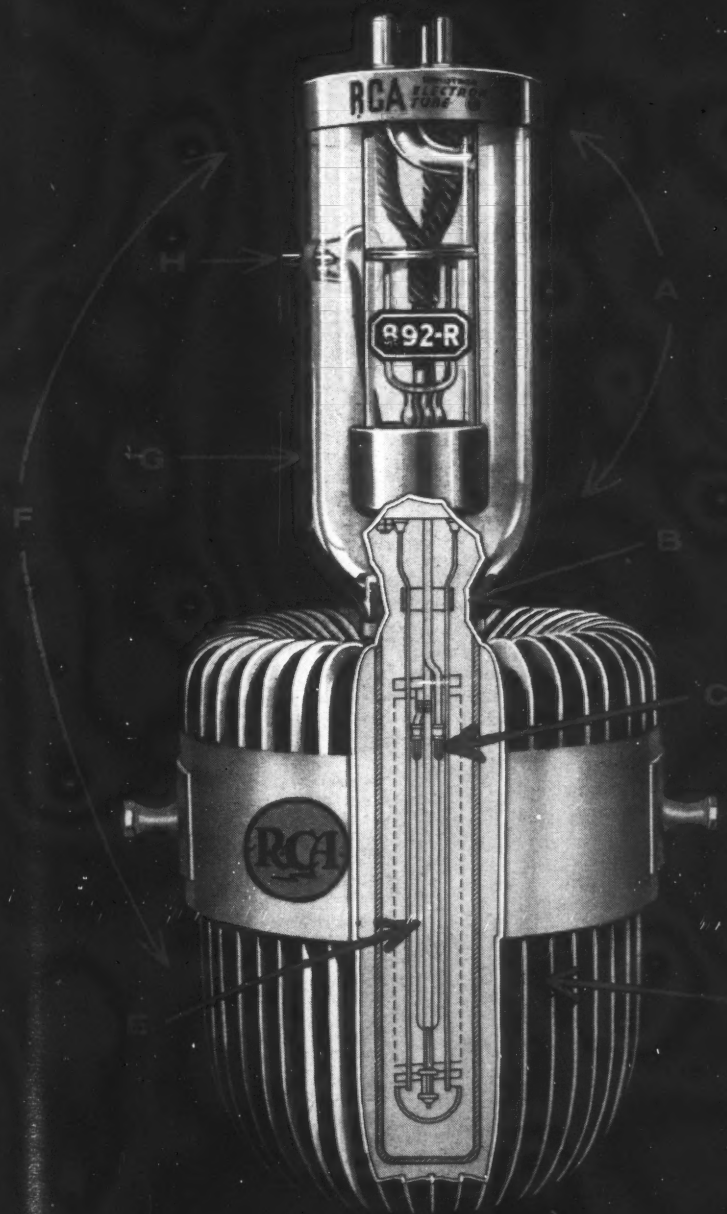
Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

- **A** All glass seals—microscopically inspected
- **B** Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas
- **C** Sag-proof Filament Supports—to prevent stress on filament strands and to improve life
- **D** Interlocked-Fin Radiator—for improved heat radiation
- **E** Filament material controlled for internal grain structure—assures superior strength
- **F** Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage
- **G** Stress-free Glass Bulb—individually inspected with polariscope
- **H** Sandblasted Grid Arm—torsion-tested to insure high strength

RCA **RADIO CORPORATION OF AMERICA**
Electron Tube Division *Harrison, N. J.*

It's the care we give the "inner tube" that adds the extra hours



The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

- **A** All glass seals—microscopically inspected
- **B** Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas
- **C** Sag-proof Filament Supports—to prevent stress on filament strands and to improve life
- **D** Interlocked-Fin Radiator—for improved heat radiation
- **E** Filament material controlled for internal grain structure—assures superior strength
- **F** Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage
- **G** Stress-free Glass Bulb—individually inspected with polariscope
- **H** Sandblasted Grid Arm—torsion-tested to insure high strength

RCA **RADIO CORPORATION OF AMERICA**
Electron Tube Division *Harrison, N. J.*

buy four

markets with

one purchase,

save enough

to buy a fifth

medium market

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

keep posted on professional developments at home.

. . . Our Dept. of Defense operates an am-fm network of 63 transmitters in Germany and France with a total power in excess of 500 kw, including the key station transmitter here in Frankfurt, Germany, with 150 kw . . . AFN Europe meets with steadily mounting approval from the American military community that we serve, because of our adherence to frankly "old-fashioned" radio. We have hundreds of thousands of letters from Americans and Europeans alike testifying to the effectiveness of a conservative, balanced program format presenting a varied sound pattern of American life without the shrill frenzy of constantly changing approaches to the nebulously "new" . . . more importantly we have solid nighttime radio, tight production standards and the best gimmick good radio ever will have: good taste.

Don J. Brewer
U.S. Civilian Program Supervisor
AFN Europe
APO 757 U.S. Army

Don't change fm

EDITOR:

My copy of BROADCASTING June 1 just arrived and I spotted the article on Rep. Oren Harris (D-Ark.) [spectrum and allocations study is scheduled this week]. It was factual and quite wonderful . . . excellent reporting . . .

Having just returned to Arkansas from KIDO Boise, and while not on the political scene, the people of Clark County and the town of Arkadelphia are certainly proud of Mr. Harris.

The spectrum study, I'm certain, will be conducted in a very fair manner and impartial viewpoint.

One hope is that the fm band remains right where it is now, without any change whatsoever, in order to give fm the opportunity it needs to become an even greater service.

David Kaye
P. O. Box 503
Arkadelphia, Ark.

Yearbook deadline

EDITOR:

Kindly send questionnaire for the 1959 BROADCASTING YEARBOOK.

Alan Sands
Victor & Richards Inc. Adv.
New York

EDITOR:

Would you please inform us when the deadline is for listing our radio station in your YEARBOOK?

Rev. William Emert
WPHB-AM-FM Philipsburg, Pa.

[EDITOR'S NOTE: The Yearbook is now on deadline. Questionnaires should be returned promptly.]

BROADCASTING PUBLICATIONS INC.

PRESIDENT . . . . . Sol Taishoff
VICE PRESIDENT . . . . . Maury Long
VICE PRESIDENT . . . . . Edwin H. James
SECRETARY . . . . . H. H. Tash
TREASURER . . . . . B. T. Taishoff
COMPTROLLER . . . . . Irving C. Miller
ASST. SEC.-TREAS. . . . . Lawrence B. Taishoff

*

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER . . . . . Sol Taishoff
MANAGING EDITOR . . . . . Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR . . David Glickman
ASSOCIATE EDITOR . . . . . Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; EDITORIAL ASSISTANTS: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

V.P. & GENERAL MANAGER . . . . . Maury Long
SALES MANAGER . . Winfield Levi (New York)
SOUTHERN SALES MANAGER . . . . . Ed Sellers
PRODUCTION MANAGER . . . . . George L. Dant
TRAFFIC MANAGER . . . . . Harry Stevens
CLASSIFIED ADVERTISING . . . . . Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER . . . . . Irving C. Miller
ASSISTANT AUDITOR . . . . . Eunice Weston
SECRETARY TO GEN. MGR. . . . . Eleanor Schadi

CIRCULATION & READERS' SERVICE

MANAGER . . . . . John P. Cosgrove
SUBSCRIPTION MANAGER . . Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Charles Harpold, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

Editorial

SENIOR EDITOR . . . . . Rufus Crater
BUREAU NEWS MANAGER . . . . Donald V. West
ASSOCIATE EDITOR . . . . . David W. Berlyn
N. Y. FEATURES EDITOR . . . Rocco Famighetti
STAFF WRITERS: Richard Erickson, Mary Hurley, Janet Lantz, Benjamin Seff.

Business

SALES MANAGER . . . . . Winfield R. Levi
SALES SERVICE MGR. . . . Eleanor R. Manning
EASTERN SALES MANAGER . . Kenneth Cowan
ADVERTISING ASSISTANT . . . . Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR . . . . . John Osbon
MIDWEST SALES MGR. . . Warren W. Middleton
ASSISTANT . . . . . Barbara Kolar

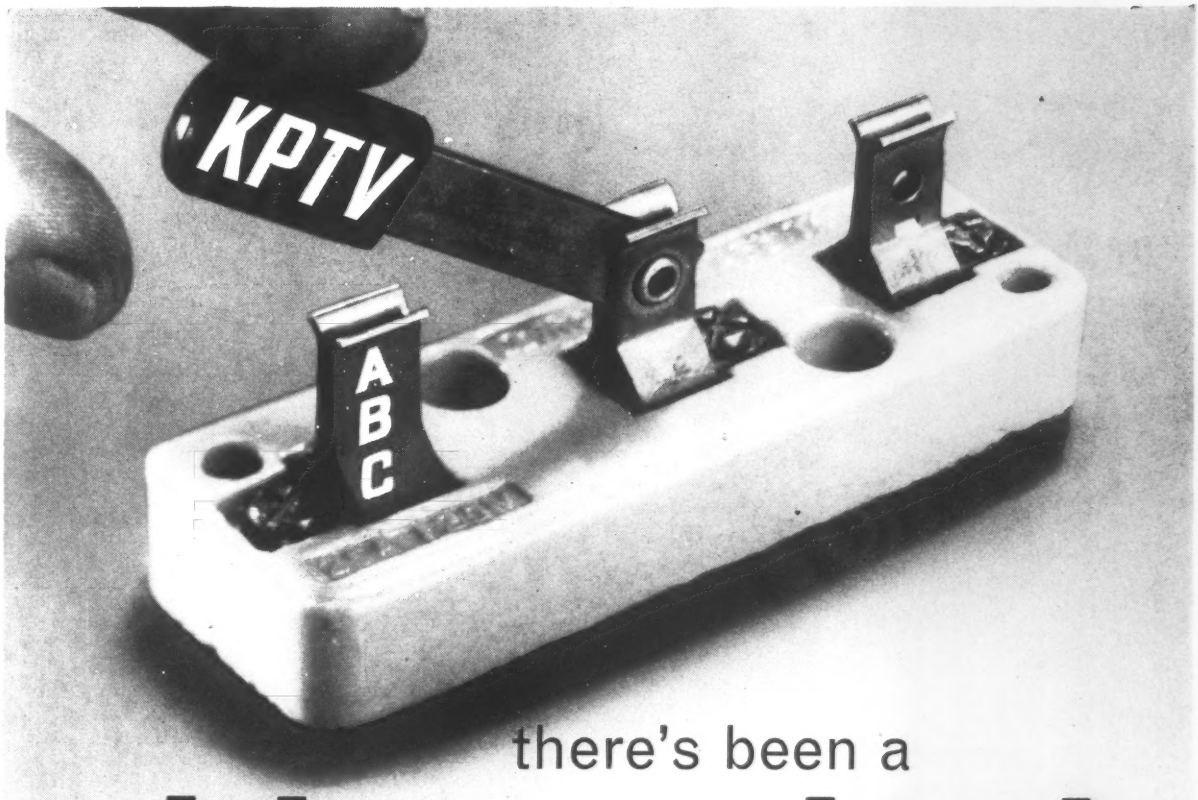
Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR . . . . . Bruce Robertson
WESTERN SALES MANAGER . . . . . Bill Merritt
ASSISTANT . . . . . Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Brcadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office
Copyright 1959 by Broadcasting Publications Inc.



there's been a

big switch

in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated *local* shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—*plus* over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

**Consistently has more shows in the top 15 than any other local station!*

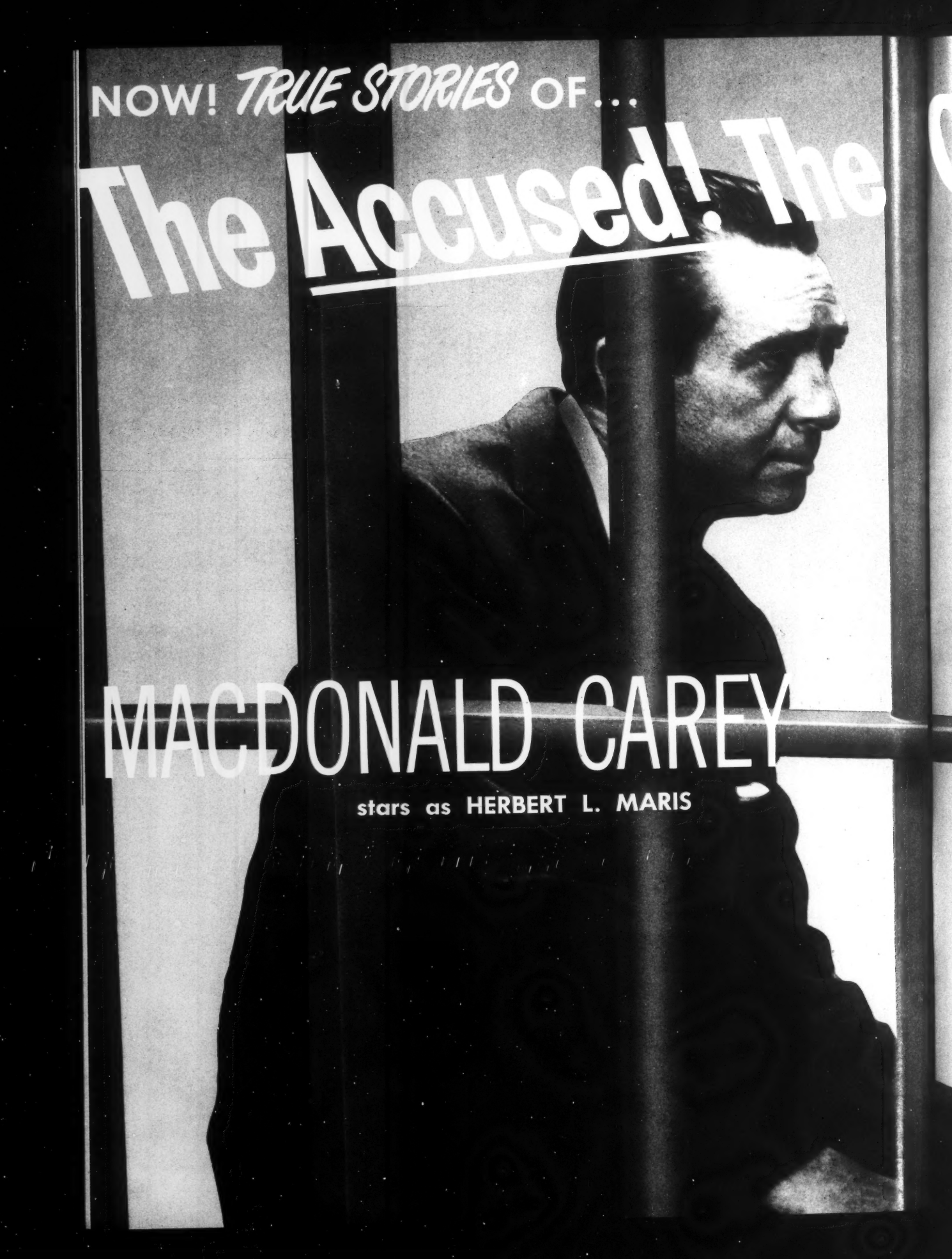
Top Network + Top Local + Bonus Viewers = BEST BUY

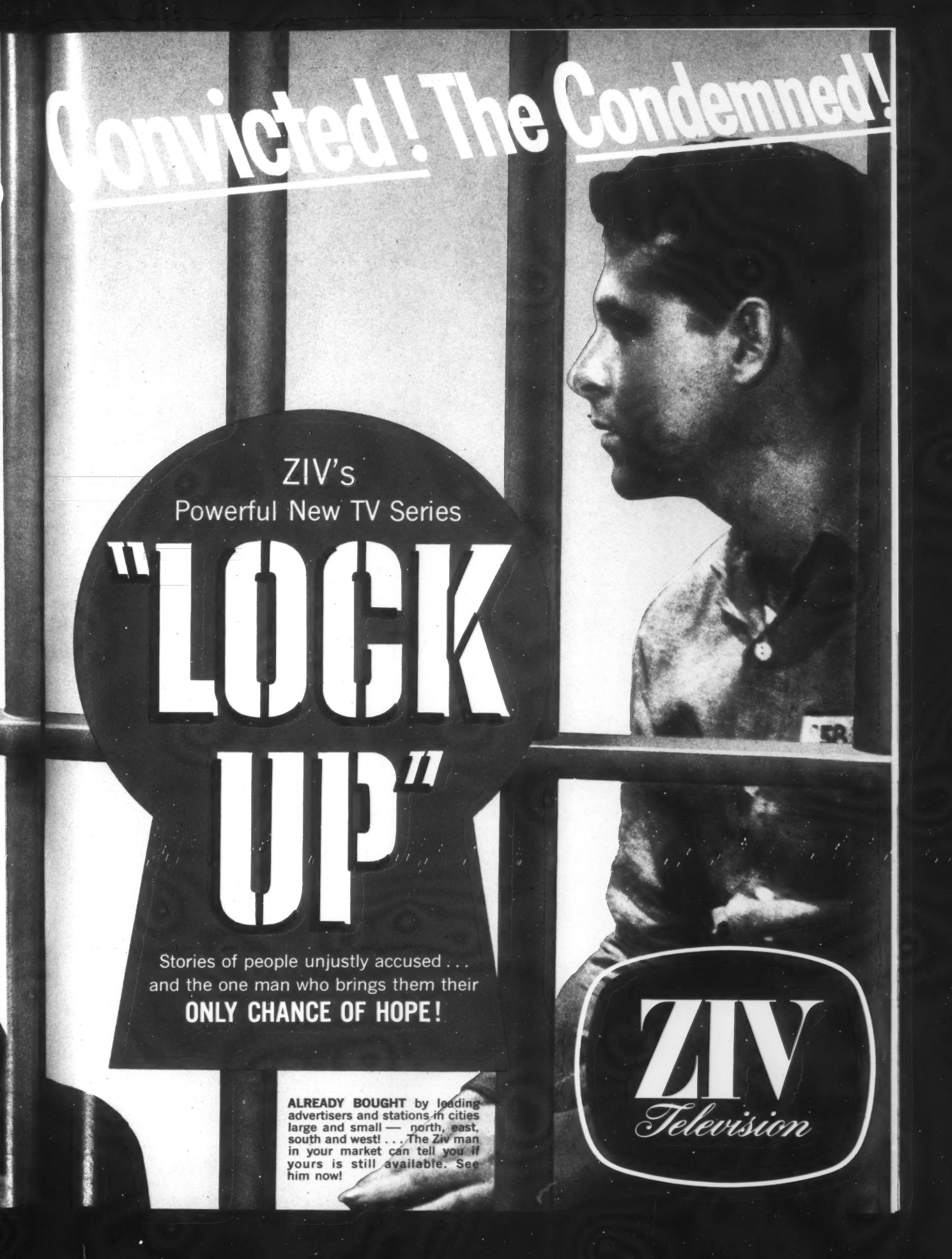
KPTV *channel* **12**

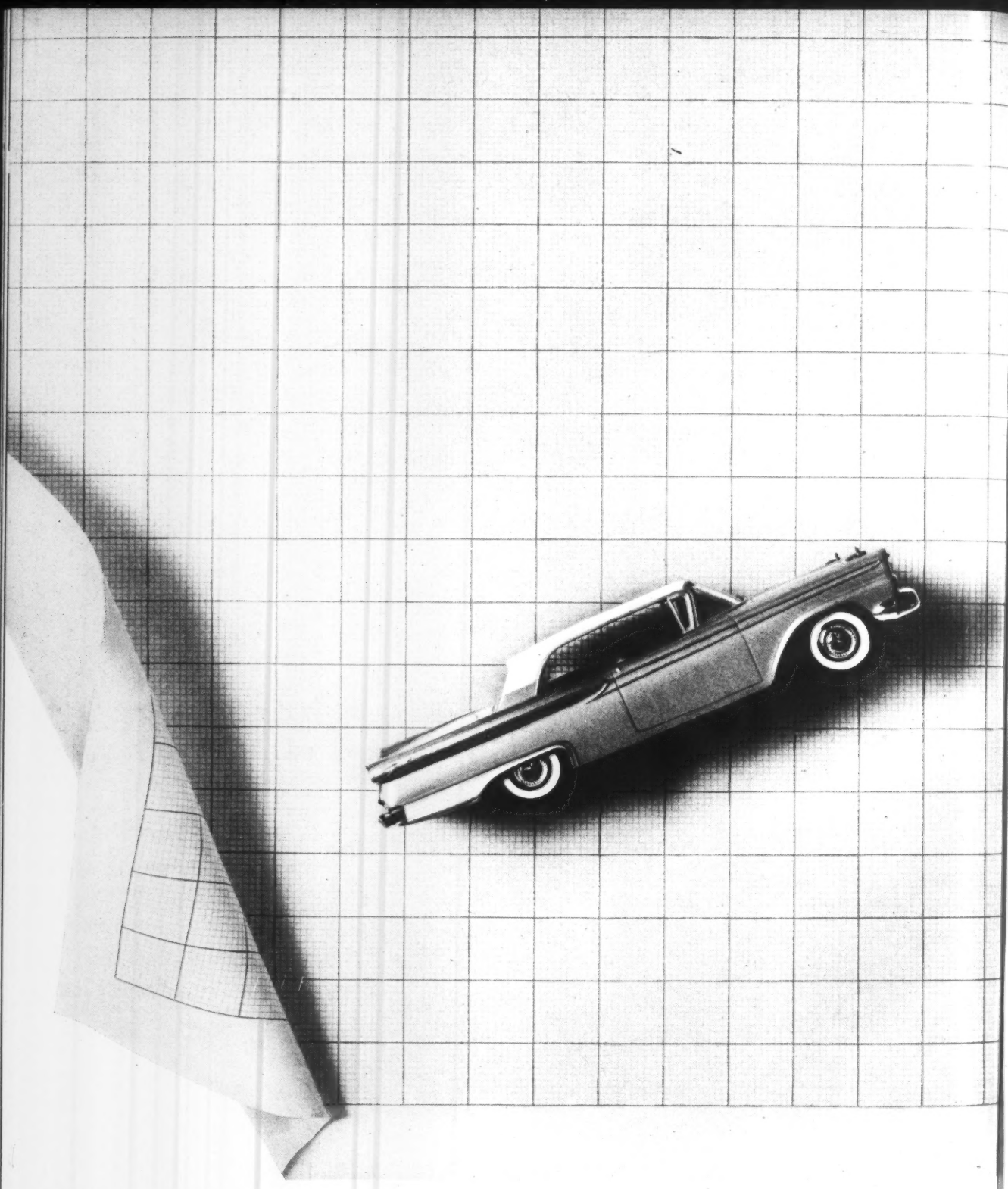
Oregon's FIRST Television Station

ABC

Represented by the Katz Agency, Inc.


NOW! TRUE STORIES OF...
The Accused! The
MACDONALD CAREY
stars as HERBERT L. MARIS


Convicted! The Condemned!
ZIV's
Powerful New TV Series
"LOCK UP"
Stories of people unjustly accused . . .
and the one man who brings them their
ONLY CHANCE OF HOPE!
ALREADY BOUGHT by leading advertisers and stations in cities large and small — north, east, south and west! . . . The Ziv man in your market can tell you if yours is still available. See him now!
ZIV
Television



What makes Fords move so fast in Washington? " 'The Sound of Quality' on WRC Radio represents an essential part of the Washington District Ford Dealers Association's overall marketing program." (signed) Robert L. Lewis, Chairman, Washington District Ford Dealers Advertising Association. The Ford Division of the Ford Motor Company also uses WRC Radio in its advertising campaigns. Here's further proof that, for national and local advertisers, WRC Radio's "Sound of Quality" is the power that accelerates sales in the nation's capital. NBC Leadership Station in Washington, D.C. Sold by NBC Spot Sales. **WRC · 980**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 8, 1959
Vol. 56 No. 23

FCC GIVES THE SIGN: V FOR TV

It acts to put second v's in Baton Rouge, Columbus, Ga.; It orders staff to plan third vhf's in 21 major markets

The FCC last week committed itself to take the low road in television—vhf.

In two significant actions it ordered additional vhf channels into what have been considered markets with a high degree of uhf saturation—Baton Rouge, La., and Columbus, Ga.

The Commission also ordered its staff to work up engineering and rulemaking orders to add at least one vhf channel to each of the 21 biggest markets now having fewer than three v's.

The order placing a second vhf in Baton Rouge was made public last week. The order adding a second v in Columbus is expected to be issued this week or next.

Tighter Fit • No announcement was made of the FCC instructions to the staff in the attempt to add vhf facilities to the 21 major markets. It was learned, however, that the Commission tentatively was thinking of reducing mileage separations between stations in the crowded eastern half of the U.S. in order to squeeze in extra v's.

The FCC was said to have told its staff it could contract mileage separations in the East by as much as 40 miles, but no more.

Present regulations require not less than 170 mile co-channel separations in what is called Zone I. The Commission said it would accept deviations from this minimum, but set a floor of 130 miles below which it would not go.

The FCC's corollary steps in its move to add vhf channels to intermixed markets took two turns:

• It ordered an extra channel into Baton Rouge, La. This came from Hattiesburg, Miss., and gives Baton Rouge two vhf channels.

• It added another vhf channel to Columbus, Ga., giving that city also two vhf outlets.

In both these moves no deviation from present separation requirements was necessary.

• To be issued concurrently with the Columbus, Ga., order will be a proposal to move ch. 8 from Selma, Ala., to Montgomery, Ala., giving Montgomery two v's.

The Commission's decision to move forward under its interim plan to add vhf channels to top tv markets in order to equalize competitive facilities so that there are at least three vhf outlets in such cities (BROADCASTING, April 27) came at a special meeting last Monday.

Not Unanimous • By a vote of 5-2 (with Comrs. Robert T. Bartley and Robert E. Lee dissenting, it is understood), the Commission told its staff to check out the top 75 markets and add additional vhf frequencies to those cities having fewer than three vhf assignments.

This culling resulted in a list of 21 cities. They are:

Birmingham, Ala.; Bakersfield and Fresno, Calif.; Jacksonville, Fla.; Louisville, Ky.; Baton Rouge and Shreveport, La.; Flint - Bay City - Saginaw, Grand Rapids-Kalamazoo and Jackson-Lansing - Battle Creek - Parma - Onondaga, Mich.; Binghamton, Rochester, Syracuse, N.Y.; Charlotte and Raleigh-Durham, N.C.; Dayton and Toledo, Ohio; Johnstown - Altoona, Pa.; Providence, R.I.; Wheeling (W.Va.) - Steubenville (Ohio); Knoxville, Tenn.

The Fresno and Bakerseld situations would not require any changes in the present mileage separations.

In Fresno there are a number of proposals to add vhf channels. Originally the FCC proposed to move ch. 12 (KFRE-TV) out of Fresno, to make it all uhf. Ch. 12 was to go to Santa Barbara. This has been contested. Meanwhile various proposals were made to add two or three vhf channels to make Fresno and Bakersfield all-vhf markets. One proposal is to add chs. 2, 4, 5 and 7 to Fresno and chs. 8 and 12 to Bakersfield. Before this can be done, however, arrangements must be made with Mexico. The Commission has undertaken to correlate this with Mexico.

An alternative proposal for Fresno is to retain ch. 12 there. This would permit the addition of only two vhf channels to Fresno and would permit the allocation of ch. 8 only to Bakersfield.

Baton Rouge Shuffle • In the Baton Rouge-Hattiesburg deintermixture, the Commission moved ch. 9 from Hattiesburg to Baton Rouge, giving that Louisiana city chs. 2, 9 and four uhf allocations. It left Hattiesburg with ch. 17. Comrs. Bartley and Lee dissented.

Hattiesburg's ch. 9 is being operated by WDAM-TV, controlled by WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans). WDSU also owns ch. 28 WAFB-TV Baton Rouge. When the move is consummated, WDSU said it would move WDAM-TV along with

The cities tagged for at least three v's

Here are the tv markets in which the FCC will try to drop extra channels to give each market a minimum of three vhf stations:

BIRMINGHAM, ALA.
BAKERSFIELD, CALIF.
FRESNO, CALIF.
JACKSONVILLE, FLA.
LOUISVILLE, KY.
BATON ROUGE, LA.
SHREVEPORT, LA.
FLINT-BAY CITY-SAGINAW, MICH.
GRAND RAPIDS-KALAMAZOO, MICH.
JACKSON-LANSING-BATTLE CREEK-PARMA-ONONDAGA, MICH.
BINGHAMTON, N.Y.
ROCHESTER, N.Y.
SYRACUSE, N.Y.
CHARLOTTE, N.C.
RALEIGH-DURHAM, N.C.
DAYTON, OHIO
TOLEDO, OHIO
JOHNSTOWN-ALTOONA, PA.
PROVIDENCE, R.I.
WHEELING (W. VA.)-STEUBENVILLE (OHIO)
KNOXVILLE, TENN.

'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

THE ONLY STATION
THAT COMPLETELY COVERS
THE GREATER
LONG ISLAND MARKET

REACHING 5,668,100 PEOPLE...
AT AN AMAZINGLY LOW COST-PER-THOUSAND!
(Total Primary Coverage)

A Huge, Quality, Adult, Buying Audience
(Nassau-Suffolk)

Buying Income	**$4,392,349,000**
Retail Sales	**2,620,895,000**
Food Store Sales	764,361,000
Auto Store Sales	408,969,000

WHLI has the largest daytime audience in the Major Long Island Market... Bigger than any network or independent station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island
Represented by Gill-Perna

ch. 9 from Hattiesburg to Baton Rouge and relinquish its ch. 28 station there.

Because WIBR Baton Rouge objected to the assignment of the new Baton Rouge ch. 9 to WDAM-TV without a hearing (WIBR said that as soon as ch. 9 is allocated to Baton Rouge it would file an application for this frequency), the FCC authorized WDAM-TV to continue operating on ch. 9 in Hattiesburg until it was determined whether a hearing for ch. 9 in Baton Rouge would be required.

The Commission in its report on the Baton Rouge-Hattiesburg order, pointed out that Hattiesburg would not lose a vhf outlet. This is because, the FCC said, ch. 7 WTLM (TV) Laurel has pending an application to move its transmitter site to the present WDAM-TV Hattiesburg site. This would permit WTLM to serve both Laurel and Hattiesburg, it was noted. This would be true even at WTLM's present transmitter site, it said.

Possible Hyphen • The FCC also pointed out that there is a request to make Houma, La., a part of the Baton Rouge tv market by hyphenating the two cities into a Baton Rouge-Houma market. If this is done, the Commission noted, it would give this hyphenated market three vhf channels. It pointed out, however, that before this was done mileage separation problems between ch. 11 Houma and ch. 11 Meridian, Miss., and ch. 10 Lafayette, La., would have to be solved. The ch. 11 permit in Houma is held by St. Anthony Television Corp.

In its decisional paragraph in the Baton Rouge case, the FCC's viewpoint was expressed in these terms:

"After carefully considering all of the comments and reply comments in this proceeding, we are of the opinion that ch. 9 should be shifted from Hattiesburg to Baton Rouge, as petitioner requests. This move would result in the Baton Rouge area becoming a two-vhf station market, and would thus improve the opportunities for effective competition in the area. It is also noted that a vhf station operating at Baton Rouge on ch. 9 would provide service to more than 250,000 persons who do not receive service from the uhf station now operating there (WAFB-TV). Some 16,389 persons would receive their first Grade B service from such an operation, and 66,443 persons would receive their second Grade B service. It also appears that 56,193 persons would receive Grade A service for the first time, and that an additional population, lying immediately to the north of the Grade B contour of a Baton Rouge ch. 9 station operating as proposed, would receive their strongest service from such an operation. . . ."

WDSU filed the original request to make the changes in the Baton Rouge-Hattiesburg area.

Lee Dissent • Comr. Lee in his dissent in the Baton Rouge decision charged that the move was a "blow to uhf broadcasting and to the manufacture of uhf receiving sets." He called it "short-sighted."

After pointing out that uhf receiving set saturation is high in Baton Rouge, Mr. Lee suggested that a better solution would be to delete ch. 2 from Baton Rouge (or reserve it for educational usage). He concluded:

"Adding a second vhf channel with little prospect for adding a third—to say nothing of a fourth or fifth, which is entirely feasible in the uhf—denies the city and surrounding areas of television service for generations to come."

Comr. Bartley did not issue a written dissent. He has opposed interim moves because he fears they may prejudge a permanent solution.

Shift in Columbus • The Columbus, Ga., case will involve dropping in ch. 3 and moving ch. 9 from Dothan, Ala., to Columbus. Ch. 4 will be moved from Columbus to Dothan. Ch. 4 in Columbus is now held by WRBL-TV.

The allocations moves are all in line with the Commission's majority decision last April in which it told the Senate Commerce Committee that the ideal solution to the vhf-uhf problem is an extended vhf television service of 50 channels, including either the present 12 channels or beginning at ch. 7.

The FCC said then that as an interim measure it believed that an attempt to allocate at least three vhf channels in major markets should be made—even with mileage separations less than required in present rules.

The expansion of the present vhf television bands is now under discussion with the Office of Civilian & Defense Mobilization. The negotiations—which in essence would swap tv's uhf frequencies for some of the military's vhf frequencies— are at a point where a technical study group is at work.

New spectrum witness

One name has been added to the list of participants in the House Communications Subcommittee panel on the radio spectrum today and tomorrow (June 8, 9). Lester Lindow, executive director of the Assn. of Maximum Service Telecasters, will participate on behalf of AMST along with the previously announced Howard Head, according to Rep. Oren Harris (D-Ark.), chairman.

Other participants in the two-day panel, including FCC Chairman John Doerfer and Comr. Robert Bartley, were announced 10 days ago by Rep. Harris (BROADCASTING, June 1).

Why Not Play These Across the Board?...

... the following "Best Bets" are favorites with proven assets for every successful TV campaign...

5:30-6:00 P.M. Mon. thru Fri.

"The Life Of Riley"

A Real Thoroughbred! Recently Entered . . . First Run Off The Network! . . . Sure to Win!

PARTICIPATIONS AVAILABLE!

6:00-6:30 P.M. Mon. thru Fri.

The One To Beat! Need We Say More?

"Amos 'N Andy"

PARTICIPATIONS AVAILABLE!

CONTACT YOUR KATZ REP. TODAY!

6:30-6:55 P.M. Mon. thru Fri.

Here's A Parlay Worth Noting!

MONDAY—BADGE 714
TUESDAY—SAN FRANCISCO BEAT
WEDNESDAY—MR. DISTRICT ATTORNEY
THURSDAY—BADGE 714
FRIDAY—AFRICAN PATROL

FULL SPONSORSHIP OR PARTICIPATIONS AVAILABLE!

In Maryland Most People Watch WMAR-TV, channel 2

SUNPAPERS TELEVISION—BALTIMORE 3, MD.

FALL TELEVISION LINEUP: PART II

Networks are on brink of complete sell-out for new season

With summer still two weeks away, the tv network fall lineups are virtually firm and indicate an upcoming season of high-budgeted live programs along with a full diet of filmed series.

As compiled only seven weeks ago, the regularly scheduled nighttime network programming on the networks came to an estimated record $5.5 million a week (BROADCASTING, April 20).

The selling season has lost its momentum, not for lack of advertiser demand, but rather because of a fast-fading availability of time slots and program or part-program buys.

Sellout Close • Depending on which way the scorecard on network sales is kept, any one of the three networks could be considered to be on the verge of sellout.

CBS-TV is the closest to SRO, according to information available, it has yet to resolve which of several advertisers will fall into two different hour-long shows, and one half-hour period which has been sold to Oldsmobile but for which the program is not yet set (*The Dennis O'Keefe Show* has been purchased by Oldsmobile but is not yet firm for CBS-TV).

NBC-TV has 1 and ½ hours to fill with programming and some pieces of other programs still to be settled. The three half-hours to be etched in are Monday at 7:30-8, Thursday at 7:30-8 and at 10:30-11, the latter to be occupied apparently by either *Masquerade Party* or *Dollar a Second*. Three new one-hour action shows — *Laramie, Bonanza* and *Riverboat*—are being offered to advertisers on a rotation basis with cross-plugging. They're designed for six one-half hours to be purchased by a total of six sponsors. But NBC-TV may drop this plan and sell the time conventionally if the rotation plan is not feasible.

Aside from the 1 and ½ hours not yet programmed and the three hours reserved for possible rotation, NBC-TV has 1 and ½ hours unresolved. These are one-half of *Deputy* (expected to be picked up by Liggett & Myers through McCann-Erickson) on Saturday, 9-9:30, of *Troubleshooters* on Friday, 8-8:30, and of *Love and Marriage* on Monday, 8-8:30. Also to be settled is *Five Fingers*, slated for Saturday, 9:30-10:30.

Some Gaps Showing • There are gaps still showing in ABC-TV's lineup which total up to 2 hours not yet firm in programming and another 3 and ⅓ to resolve with advertisers.

Roughly the unfilled 3 and ⅓ hours include a half of the hour-long *Alaskans* on Sunday, a sixth of *Bourbon Street Beat* and two-thirds of *Adventures in Paradise*, both one hour and on Monday, two-thirds of the hour-long *The Untouchables* on Thursday, a half each of the hour-long *Disney* and the half-hour *Black Saddle* on Friday, and a third of the half-hour *Leave It to Beaver* on Saturday. The 2 hours to be programmed: 10:30-11 on Tuesday and Thursday, and 7:30-8 on Wednesday and Thursday. Two programs mentioned for the 10:30-11 periods are *Tombstone Territory* and *Third Man*. In the Monday lineup, General Electric sponsorship of *Mike Kovac—Man With a Camera* through Grey still was considered tentative last week.

Among the high-budget programs set for the fall—not counting the blocks of specials slated for Friday and Sunday nights on NBC-TV and still others to be slotted in lineups of the other networks—are these:

Kraft's *Music Hall* which will be Perry Como's vehicle Wednesdays on NBC-TV; Plymouth's full sponsorship of the Monday *Steve Allen Show* on NBC-TV; Revlon's 15 CBS-TV shows on Thursdays; Ford Motor's new Tuesday series on NBC-TV; Chevrolet's Sunday Dinah Shore vehicle on NBC-TV; the *Playhouse 90* series on CBS-TV on Thursdays; and Colgate-Palmolive's full alternate hour of *Ed Sullivan* (CBS-TV) on Sundays and *Perry Mason* (CBS-TV) on Saturdays. This contract alone runs to $12 million in billings in one of tv's largest annual deals (see story below).

For complete network lineup for fall, see pages 40 and 41.

Colgate, CBS-TV in $12 million buy

Colgate-Palmolive Co. has plunked down an estimated $12 million in gross billing for the alternate hour full-sponsorship of two CBS-TV weekend nighttime programs starting in October.

As a result, C-P could lay claim last week to being "the first company to sponsor hour-long shows on a regular basis on both Saturday and Sunday, two of the peak viewing nights of the week."

The programs are *The Ed Sullivan Show* (Sunday, 8-9 p.m.) and *Perry Mason* (Saturday, 7:30-8:30 p.m.).

The contract, announced by C-P's Edward H. Little, board chairman and president, and Louis G. Cowan, CBS-TV president, also marks the return of the advertiser to the Sunday night time period it once occupied for several years on NBC-TV with the *Colgate Comedy Hour*.

Ted Bates & Co., New York, is Colgate's agency on both shows.

Alternate sponsor of *Ed Sullivan* on CBS-TV is Eastman Kodak (through J. Walter Thompson). On *Perry Mason* the alternate hour will be shared by several advertisers (see network schedule, page 41). C-P's *Sullivan* entry also marks Ford motor's exit. At least one of its many divisions had been historically a *Sullivan* sponsor.

American Dairy Assn. looking for tv show

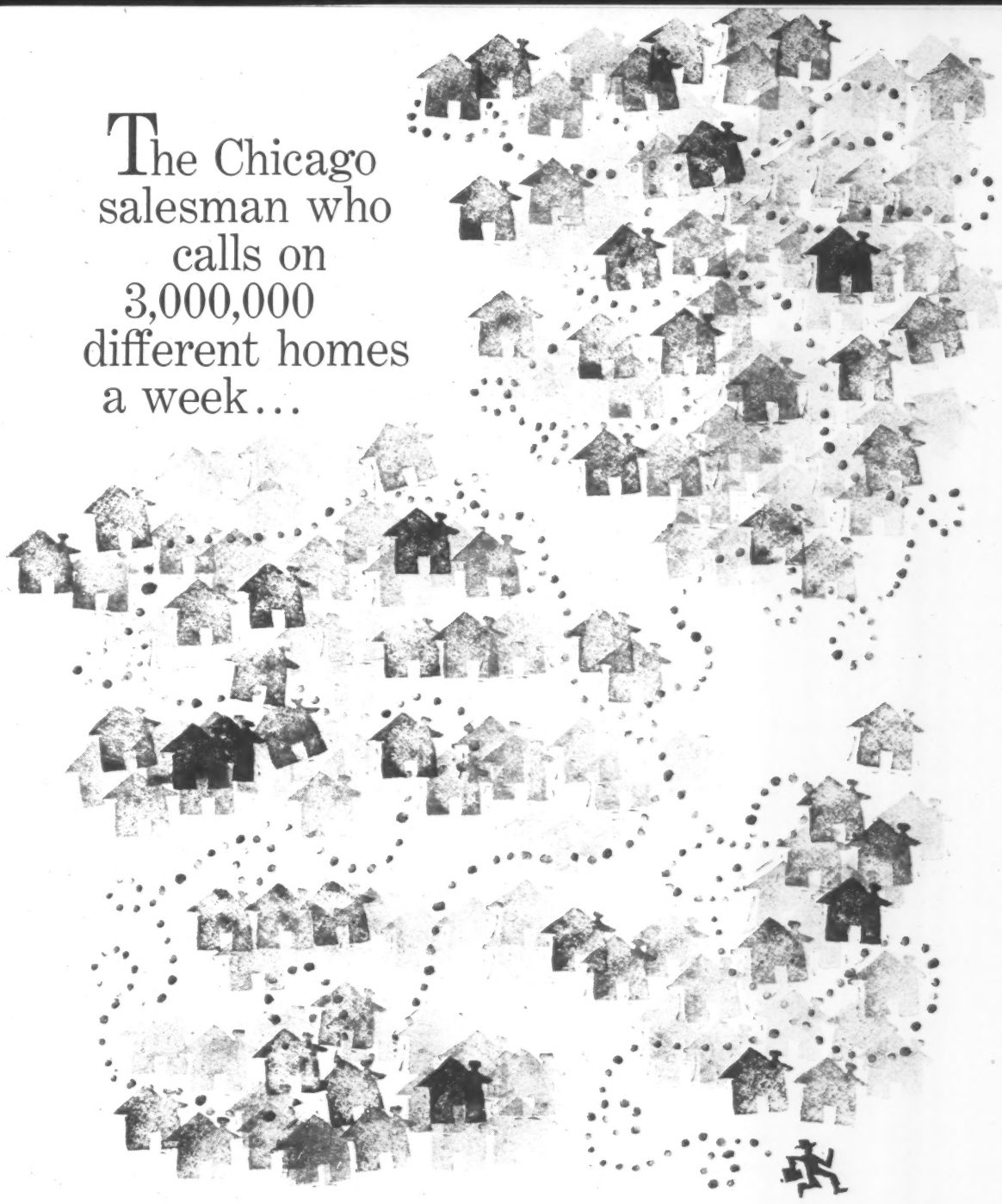
What to sponsor on network tv this fall? That was an unanswered question after a recent Chicago meeting of the American Dairy Assn.'s advertising-merchandising committee.

The organization, which had placed an order for a second Lawrence Welk series this fall, found itself dangling without network tv exposure when plans for the series were dropped. ABC-TV will carry only one Welk program this fall—*Lawrence Welk's Dodge Dancing Party*, Sat. 9-10 p.m. (BROADCASTING, June 1).

Complicating American Dairy's problems are unusually early fall network buying commitments, the need to identify itself with a proper program format, and a reluctance to associate itself as co-sponsor with a client whose products it may regard as incompatible with its own.

The advertising committee delayed action on network availabilities for the present. While spokesmen indicated earlier that American Dairy might stay out of network tv for at least the first 13 weeks of 1959-60, committee members reportedly favored further program consideration in the next few weeks.

The Chicago salesman who calls on 3,000,000 different homes a week...



EXPENSE ACCOUNT: 28¢-PER-THOUSAND! Difficult for the ordinary drummer. *Easy* for WMAQ! Any advertiser who buys a full-rotation, morning-afternoon-night, schedule on WMAQ can expect to reach almost 1½ million different homes during an average day—34.6% of *all* Metropolitan Chicago radio homes. In an average week, his selling messages will be heard in more than 3 million different radio homes—70.6% of those in Greater Chicago. *All for as little as 28¢-per-thousand-homes!** ■ Don't knock yourself out beating down the doors in this station's market. WMAQ will be happy to open them for you!

NBC RADIO IN CHICAGO · SOLD BY NBC SPOT SALES

**Chicago Cumulative Pulse Audience, Jan. '59*

WMAQ

A FURTHER LOOK AT FALL TV SCHEDULES

That wallet-warming sign, SRO, is about to be posted by tv networks on their 1959-60 nighttime schedules. The accompanying table (latest update of BROADCASTING's April 20 survey) shows programs, production costs, packagers and the few remaining availabilities. Periods unsold to date carry the notation "available." Programs listed as "unassigned" indicate sponsors have been signed, but specific shows or times have not yet been decided upon. Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by BROADCASTING on the basis of the best information available from a number of sources. Program times are in terms of current New York time on date of broadcast. Agencies handling accounts are listed in parentheses ( ); production firms are in brackets [ ]; starting dates indicate commencement date of fall cycle for new series. Where no date is shown, starting date is currently undetermined.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* $95,000 Kaiser Drackett (Y&R) [Warner Bros.] Continuing 9/20	TBA Oldsmobile (Brother) [TBA]	*Riverboat* (7-8 p.m.) $80,000 Unassigned [Revue]
8:00		*Ed Sullivan Show* $81,000 Eastman Kodak (JWT) Colgate-Palmolive (Bates) [CBS] Continuing 9/6	*Sunday Showcase* (Specials) Various Advertisers [NBC]
8:30	*Law Man* $40,000 R.J. Reynolds (Esty) Whitehall (Bates) [Warner Bros.] Continuing 10/4		
9:00	*Rebel* $40,000 L&M (D-F-S) P&G (Y&R) [Goodson-Todman] 10/4	*GE Theatre* $50,000 General Electric (BBDO) [Revue] Continuing 9/20	*Dinah Shore* *Chevy Show* $115,000 Chevrolet (Campbell-Ewald) [Henry Jaffe Enterprises with NBC] Continuing
9:30	*Alaskans* $80,000 L&M (M-E) Half available [Warner Bros.] 10/11	*Alfred Hitchcock* $50,000 Bristol-Myers (Y&R) [MCA] Continuing 9/20	
10:00		*Jack Benny* $56,000 [J&M Prod.] alt. with *George Gobel* $48,000 [Gomalco] Lever Bros. (JWT) 9/27	*Loretta Young* $50,000 Toni (North) Philip Morris (Burnett) [Toreto Films]
10:30	*Meet McGraw* $40,000 Alberto-Culver (Wade) [ABC]	*What's My Line* $35,000 Kellogg (Burnett) Sunbeam (Perrin-Paus) [CBS with Goodson-Todman] Continuing	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*The Line-Up* $90,000 Available [CBS] 9/23	*Wagon Train* $85,000 Ford (JWT) Nat'l Biscuit (M-E) [Revue] Continuing
8:00	*World of Talent* $35,000 Lorillard (L&M) [Irving Mansfield]		
8:30	*Ozzie & Harriet* $45,000 Eastman Kodak (JWT) Quaker Oats (JWT) [Stage Five Prod.] Continuing 9/30	*Space* $50,000 Amer. Tobacco (BBDO) [Ziv] 9/30	*Price Is Right* $38,000 Speidel (NC&K) Lever (OB&M) [Goodson-Todman] Continuing
9:00	*Hawaiian Eye* $80,000 Amr. Chicle(Bates) Carter (Bates) Whitehall (Bates) Ritchie (K&E) [Warner Bros.] 10/7	*Millionaire* $37,500 Colgate (Bates) [Don Fedderman] Continuing 9/9	*Kraft Music Hall* (Como) $120,000 Kraft (JWT) [Roncom] 9/30
9:30		*I've Got A Secret* $37,500 R. J. Reynolds (Esty) [Goodson-Todman] Continuing	
10:00	*Wed. Night Fights* $45,000 Miles (Wade) Brown & Williamson (Bates) [Lester Malitz] Continuing	*U.S. Steel Hour* $70,000 U.S. Steel (BBDO) [Theatre Guild] alt. with	*This Is Your Life* $32,000 P&G (B&B) [Ralph Edwards] Continuing
10:30		*Armstrong Circle Theatre* $40,000 Armstrong Cork (BBDO) [Talent Assoc.] Continuing 9/30	*Wichita Town* $37,000 P&G (B&B) [Mirisch Co.]

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	TBA	*To Tell The Truth* $35,000 Carter (SSC&B) Toni (North) [Goodson-Todman] Continuing 10/1	TBA
8:00	*Donna Reed Show* $40,000 Campbell Soups (BBDO) Johnson & Johnson (Y&R) [Screen Gems] 10/8	*Goldie* $50,000 General Foods (B&B) [Desilu] 10/1	*Bat Masterson* $42,000 Sealtest (Ayer) [Ziv] Continuing
8:30	*The Real McCoys* $35,000 P&G (Compton) [Irving Pincus] Continuing 10/1	*Johnny Ringo* $45,000 S.C. Johnson (NL&B) Lorillard (L&N) [Four Star Prod.] 10/1	*Johnny Staccato* $40,000 Bristol-Myers (DCS&S) R.J. Reynolds (Esty) [Revue]
9:00	*Pat Boone* $50,000 Chevrolet (C-E) [Cooga-Mooga] Continuing 10/1	*Zane Grey Theatre* $42,500 S.C. Johnson (B&B) Gen. Foods (B&B) [Four Star Prod.] Continuing	*Bachelor Father* $45,000 American Tobacco (SSC&B) Whitehall (Bates) [Revue] Continuing
9:30	*The Untouchables* $80,000 L&M (M-E) Two-thirds available [Desilu] 10/15	*Playhouse 90* $150,000 Amer. Gas (L&N) Allstate (Burnett) R.J. Reynolds (Esty) [CBS] 10/1 (20 shows) Continuing alt. with *The Revlon Party* Revlon (W&L) 10/8 (15 shows) Hemingway Specials (4 shows)	*Tenn. Ernie Ford* $50,000 Ford (JWT) [Bethford Prod.] Continuing
10:00			*Groucho Marx* $50,000 Lever (BBDO) alt. with Pharmaceuticals (Parkson) [Guedel] Continuing
10:30	TBA	Buick (M-E)	TBA

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $90,000 American Chicle (Bates) Ralston (Gardner) Johnson & Johnson (Y&R) P&G (B&B) [Warner Bros.] *Shirley Temple Storybook* $50,000 Breck (Ayer) Every third week for first part of season only [Screen Gems] 9/21	*Name That Tune* $25,000 Whitehall (Bates) [Tel-O-Tunes] Continuing	TBA
8:00		*The Texan* $40,000 Brown & Williamson (Bates) Kellogg (Burnett) [Rorvic with Desilu] Continuing 9/28	*Love and Marriage* $37,000 Noxzema (SSC&B) Half available [Lou Edelman]
8:30	*Bourbon Street Beat* $80,000 Libby-Owens-Ford (F&S&R) P. Lorillard (L&N) ⅙ available [Warner Bros.] 10/5	*Father Knows Best* $48,000 Scott Paper (JWT) Lever (JWT) [Screen Gems] Continuing 9/21	*Wells Fargo* $40,000 Am. Tobacco (SSC&B) P&G (B&B) [Overland] Continuing
9:00		*Danny Thomas* $48,000 Gen. Foods (B&B) [Marterto] Continuing 10/5	*Peter Gunn* $40,000 Bristol-Myers (DCSS) R.J. Reynolds (Esty) [Spartan with NBC] Continuing
9:30	*Adventures in Paradise* $100,000 L&M (M-E) Two-thirds available [20th Century] 10/5	*Ann Sothern Show* $45,000 Gen. Foods (B&B) [Anso with Desilu] Continuing 10/5	*Alcoa-Goodyear Theatres* $50,000 Aluminum Co. of America (Y&R) Goodyear Tire & Rubber (Y&R) [Screen Gems] Continuing
10:00		*Hennessy* $45,000 P. Lorillard (L&N) Gen. Foods (Y&R) [Jackie Cooper] 9/21	*Steve Allen* $100,000 Plymouth (Ayer) [Bellmeadows]
10:30	*Mike Kovak* $36,000 GE (Grey) [Don Sharpe-Warren Lewis Prod.]	*June Allyson Show* $45,000 duPont (BBDO) [Four Star] 9/21	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bronco* $80,000 Whitehall (Bates) National Carbon (Esty) alt. with *Sugarfoot* $80,000 L&M (M-E) American Chicle (Bates) General Mills (D-F-S) [Both Warner Bros.] 9/22	*The Lawbreakers* $80,000 Unassigned [CBS] 9/22	*Laramie* $85,000 Unassigned [Revue]
8:00			
8:30	*Wyatt Earp* $37,500 Gen. Mills (D-F-S) P&G (Compton) [Lou Edelman] Continuing 9/15	*Many Lives of Dobbie Gillis* $40,000 Philip Morris (Burnett) Pillsbury Mills (C-M) [20th Century] 9/29	*Fibber McGee* $37,500 Singer Sewing Machine (Y&R) Standard Brands (JWT) [Bill Asher]
9:00	*Rifleman* $36,000 P&G (B&B) Ralston (Gardner) Miles Labs (Wade) [Four Star] Continuing 9/29	*Undercover Man* $45,000 Pharmaceuticals (Parkson) [Screen Gems] 8/4	*Arthur Murray Party* $37,000 Pharmaceuticals (Parkson) P. Lorillard (L&N) [Kaar Prod.] Continuing
9:30	*Philip Marlowe* $37,000 Brown & Williamson (Bates) Whitehall (Bates) [Goodson-Todman] 9/26	*Red Skelton* $54,000 Pet Milk (FC&B) S.C. Johnson (Gardner) [CBS] Continuing 9/29	*Ford Specials* $210,000 Ford (JWT) [MCA]
10:00	*Alcoa Presents* $35,000 Aluminum Co. of Amer. (F&S&R) [ABC Film] Continuing	*Garry Moore Show* $118,000 Kellogg (Burnett) Pittsburgh Plate Glass (BBDO) Polaroid (DDB) S.C. Johnson (B&B) [Red Wing Prod. with CBS] Continuing 9/29	
10:30	T.B.A.		

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*W. Disney Presents* $90,000 Hills Bros. (Ayer) Mars Inc. (Knox-Reeves) Half available [Disney] Continuing 10/2	*Rawhide* $80,000 Lever (JWT) Parliament (B&B) Vicks Pharmaceuticals (Parkson) [CBS] Continuing	*People Are Funny* $27,500 Greyhound (Grey) Half available [Guede]
8:00			*Trouble Shooters* $40,000 Philip Morris (Burnett) ½ unassigned [Meridian Prod.]
8:30	*Man From Black Hawk* $42,000 R.J. Reynolds (Esty) Miles (Wade) [Screen Gems] 10/9	*Dennis, the Menace* $45,000 Kellogg (Burnett) [Screen Gems] 10/2	*Specials* Various Adv. [NBC]
9:00	*77 Sunset Strip* $80,000 Amer. Chicle (Bates) Whitehall (Bates) R.J. Reynolds (Esty) Harold Ritchie (K&E) [Warner Bros.] Continuing 10/16	*Desilu Playhouse* $100,000 Westinghouse (M-E) [Desilu] Continuing 9/25	
9:30			*"M" Squad* $40,000 Bulova (M-E) alt. with Amer. Tobacco (Gumbinner) [Revue with NBC] Continuing
10:00	*The Detectives* $50,000 P&G (B&B) [Four Star Prod.] 10/16	*Twilight Zone* $54,000 Kimberly Clarke (FC&B) Gen. Foods (Y&R) [CBS] 10/2	*Cavalcade of Sports* $20,000 Gillette (Maxon) [NBC] Continuing
10:30	*Black Saddle* $38,000 L&M (M-E) Half available [Four Star Prod.] 10/2	*Person to Person* $38,000 Pharmaceuticals (Parkson) [CBS] Continuing	10:45-11 p.m. *Jackpot Bowling* Bayuk Cigar (Wermen & Schorr)

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Dick Clark* $15,000 Beechnut (Y&R) [ABC] Continuing	*Perry Mason* $80,000 Colgate-Palmolive (Bates) Sterling Drugs (D-F-S) Parliament (B&B) Gulf Oil (Y&R) Hamm (C-M) [Paisano Prod. with CBS] Continuing	*Bonanza* $80,000 Unassigned [Revue]
8:00	*High Road* $38,000 Ralston (G-B-B) [Jerry Stagg Prod.] 9/26		
8:30	*Leave It To Beaver* $35,000 Ralston (Gardner & G-B-B) Miles (Wade) Third available [Gomalco Prod.] Continuing 10/3	*Wanted—Dead or Alive* $40,000 B&W (Bates) Kimberly-Clarke (FC&B) [Four Star Prod.] Continuing 9/5	*Challenge* $45,000 R.J. Reynolds (Esty) Chemstrand (DDB) [Ziv]
9:00	*Lawrence Welk* $40,000 Dodge (Grant) [Teleklew] Continuing	*Brenner* $38,000 Lever (OB&M) Whitehall (Bates) [Brodkin] 9/12	*Deputy* $45,000 Kellogg (Burnett) Half available [Revue]
9:30		*Have Gun Will Travel!* $45,000 Lever (JWT) Whitehall (Bates) [CBS] Continuing	*Five Fingers* $80,000 Unassigned [20th Century]
10:00	*Sports* $50,000 Hamms (C-M) National Bohemian (Doner) Gen. Mills (D-F-S)	*Gunsmoke* $50,000 L&M (D-F-S) Remington (Y&R) [CBS] Continuing 9/5	
10:30		*Markham* $37,500 Schlitz (JWT) [Marada Prod. with Revue] Continuing 5/2	*It Could Be You* $30,000 Pharmaceuticals (Parkson) [Ralph Edwards Prod.]

UA WEDS FILMS WITH RADIO

Heavy spot schedules promote new releases

On radio stations in selected areas in the country this week, Frank Sinatra will be heard plugging "A Hole in the Head."

The radio commercials include some which open and close with star Sinatra singing a few bars from two hit tunes, "High Hopes" and "All My Tomorrows," featured in his new motion picture.

On June 25, William Holden, who stars with John Wayne in a Civil War themed motion picture, "The Horse Soldiers," will be at ringside and on network radio at the Floyd Patterson-Ingemar Johansson heavyweight title bout.

These incidents illustrate the extent of radio-orientation in United Artists Corp.'s advertising program for the multi-million-dollar motion pictures it releases.

Deep in Texas • In Texas this month (before the release date of June 18), still another UA picture, "Hound of the Baskervilles," will be the subject of a saturation radio campaign covering the entire state (the picture will be booked in 320 theatres in Texas). In this compaign, radio will be used at a 2 to 1 ratio over newspapers.

On the average, UA's advertising department in New York (which initiates and follows through on the massive advertising program) reports as many as five and as few as two or three feature films released each month for theatrical showing by United Artists. Each gets a full treatment of radio support.

Very little of the money is applied nationally—an exception being the heavy-weight bout coverage probably on ABC. Nearly all of the support is co-op money. UA in New York prepares the commercials and sends them to its field men (exploitation people, as they are called in the movie business) and the local theaters buy time on stations.

The timing is what's important. Generally, radio support starts a week before release date. Sometimes, as in the case of "Shake Hands with the Devil," a new motion picture about the Irish rebellion, a teaser campaign will run for three weeks in advance of the play-date.

Summer Is Best • For UA, radio is what comes naturally, particularly in the summer. At this time, radio is used heavier than in other periods of the year on the theory that the motion picture audience is more mobile in the summer and radio moves with it.

The UA advertising department must work well in advance. Already the unit in New York is busily preparing a campaign for a new picture, "Solomon & Sheba," which will not be released until late fall. The radio commercials are prepared in all lengths. For the larger cities, spots seldom are longer than a minute but in smaller markets they run up to 2½ minutes.

In search of the "right" radio audience for its promotions, UA will leave few angles unexplored. Tough talk, for example, is used in Frank Sinatra's talking commercials (lengths include 10, 20, 30, and 60 seconds)—he just let's er rip. For "The Horse Soldiers," UA is appealing to the boxing audience, to people who want action in their entertainment. (UA has paid $100,000 for a package that features network coverage of the heavyweight prizefight, a unique tieup that includes purchase of rights from TelePrompTer).

UA's Range • Bob Hopes' vehicle, "Alias Jesse James," a comedy take-off on westerns, was treated in a light vein. The recorded commercials for that picture included versions of the "Chipmunk Song," of western ballads, on commercials themselves ("a thinking man's western") and on "The Lone Ranger," among many. Some of the spots were spruced up with dialogue taken from the sound track.

The UA radio waves spread rapidly through regions of the country once they begin. "A Hole in the Head," for example, has been running teaser commercials which include a contest (run in conjunction with newspapers), with actual support spreading rapidly. The picture opens in Chicago and Los Angeles June 17, in Washington June 18, in Boston June 25 and by July will be in the New York area.

Television is used occasionally but not to the extent of radio. For tv, telops and "featurettes" are supplied. But the visual support is minor. For most of the recording, UA reports, Thaddeus Suski productions in New York is used.

UA's concept is simple: Don't stint on stars and names to promote the picture. And, if the voice is not recognized immediately on radio, that's no problem. All that's needed: "This is Frank Sinatra whose got a hole in the head. A hole in the head? Yes, a hole in the head" and on and on *ad infinitum*.

Ad volume 'drowns' average consumer

The tremendous growth and volume of advertising which is estimated as exposing the average American family to more than 1,500 advertising messages a day, present the major challenge to the advertising profession and to the people in advertising, Nelson Carter, president of Advertising Assn. of the West, said Tuesday in an address to a joint meeting of the Los Angeles and Hollywood ad clubs.

To keep from being overcome by this constant bombardment of advertising, the target—the consumer—has built a protective shell, Mr. Carter stated. To crack this shell calls for the utmost advertising skill and creative effort from every advertiser and agency man or woman, he said. Mr. Carter warned against the danger of becoming engulfed in gimmicks, in relying on them for their own sake and forgetting the sole purpose of every ad—to make a sale.

"There are four guide posts in the creation of advertising that adhere to that primary purpose," Mr. Carter said. "They are to make every advertisement clear, concise, consistent and compelling."

He illustrated his point with examples of ads in various media: tv, magazines, newspapers and outdoor, and for various products and services, including the public service campaign to prevent forest fires which his own agency, Foote, Cone & Belding, has produced for the Advertising Council for nearly 20 years.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., May 27	Bat Masterson (9:30 p.m.)	NBC-TV	20.9
Thur., May 28	Playhouse 90 (9:30 p.m.)	CBS-TV	20.1
Fri., May 29	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.6
Sat., May 30	Gunsmoke (10 p.m.)	CBS-TV	23.3
Sun., May 31	What's My Line (10:30 p.m.)	CBS-TV	21.5
Mon., June 1	Summer On Ice (10 p.m.)	NBC-TV	28.9
Tue., June 2	Rifleman (9 p.m.)	ABC-TV	21.9
Wed., June 3	Wagon Train (7:30 p.m.)	NBC-TV	18.0

Copyright 1959 American Research Bureau

1959—100th Anniversary of the Oil Industry... 70th Anniversary of Standard Oil Company

whale oil lamps to space rockets

How the oil industry helped the United States to become the world's most productive nation!

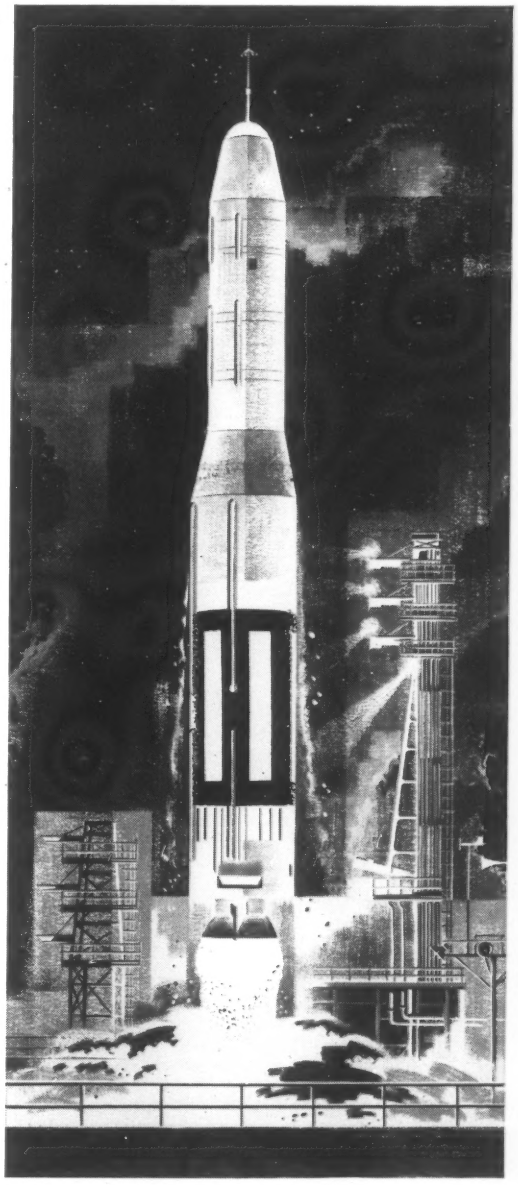
1859 Colonel Drake discovers oil—and the decline of the great whaling industry is in sight as thousands of lamp users turn from whale oil to kerosene.

1889 The automobile is in its infancy—weak and unpromising. Standard Oil Company is born on June 18, 1889. The following year the company's first research laboratory is opened at Whiting, Indiana.

1903 Two bicycle mechanics named Wright fly an odd-looking machine at Kitty Hawk. Almost 33,000 autos are on the road, but the horse is still supreme. Standard Oil is building a new refinery at Sugar Creek, Missouri.

1911 Almost 640,000 motor vehicles are on the road. Dr. William M. Burton and Dr. Robert E. Humphreys, famous Standard Oil scientists, discover the secret of mass producing gasoline economically. The company becomes independent of all other Standard Oil companies.

1923 The automobile is here to stay. More than 15 million motor vehicles are on the highways. Standard is the first major oil company to sell gasoline containing tetraethyl lead, anti-knock agent.



1940 The greatest demand in history for aviation fuel is near. Standard Oil puts into operation the world's first catalytic reformer, which produces higher octane gasoline than was possible before.

1959 The Space Age is dawning. New fuels and lubricants for rockets and jets come from Standard Oil laboratories to help make space exploration possible and to strengthen America's defenses. Standard Oil marks its 70th anniversary.

Here are some important developments by Standard Oil, a leader and a pioneer in petroleum research.

- How to mass produce gasoline economically. This opened the way to modern automotive transportation.
- How to recover more oil from almost-dry wells. This added billions of barrels to America's oil reserves.
- How to eliminate gasoline gumming. This meant lower repair bills for car owners.
- How to dewax motor oils efficiently. This meant better car performance and fewer trips to the repairman.
- How to make clean burning solid fuels for rockets. This was a big step forward in America's missile program.

These, and many other Standard Oil developments, have played an important part in man's progress from the horse-and-buggy age to the Space Age.

STANDARD

STANDARD OIL COMPANY
(INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

TvAR *gives you* more*

... *selling more than 24 million people . . . more than $47 billion in buying power through

BOSTON...WBZ-TV	(NBC)
BALTIMORE...WJZ-TV	(ABC)
PITTSBURGH...KDKA-TV	(CBS)
CLEVELAND...KYW-TV	(NBC)
SAN FRANCISCO...KPIX	(CBS)

stations of the Westinghouse Broadcasting Company, Inc.

*...when you go to market

Introducing . . .

Larry Israel
Vice President and General Manager

"Let me tell you about TvAR . . .

"We had one basic thought in mind in organizing TvAR – to give you the most modern, most complete representative service ever offered to agencies and advertisers. We did this because we realize that your every spot buy is a *major marketing move.*"

...more

research

Totally new from a rep firm – qualitative market and audience research that put you *inside* five major markets. TvAR plans *Brand Comparisons* covering numerous categories, to give you the exact status of leading brands in five major markets . . . TvAR *Audience Profiles,* to add new dimensions to the study of audience characteristics for each TV program in TvAR-repped markets.

These are two of many projects to be undertaken by Bob Hoffman, TvAR Director of Research and Marketing. And they are only the beginning. The objective: to sell not just numbers, but the facts behind the numbers . . . not just ratings, but unequaled knowledge of people's buying and listening habits . . . not just call letters, but stations whose community stature and believability is documented by audience opinion – and whose ability to market your product, whatever it is, is greater as a result.

TvAR ***gives you more when you go to market***

. . . more

marketing know-how

What stimulates buying in San Francisco? Or Boston? What are the special product and brand trends in Baltimore, or Cleveland? How big are sports in Pittsburgh? Put the question to your TvAR man – get the answer *fast.*

Every man has visited every TvAR-repped station, every market . . . knows it *personally.* He knows a lot more about them than just the numbers. He understands market peculiarities – seasonal variations, shopping patterns, living and TV-viewing habits. No one in the business is better informed.

And the learning never stops! Typical of frequent up-dating sessions is the one shown here, where Eastern Sales Manager Jack Mohler is reviewing TvAR-repped market data with members of New York Sales.

TvAR ***gives you more when you go to market***

...more

programming know-how

TvAR men play a dual role, unique in the rep business. They're market facts men . . . *and* they are fully knowledgeable in all aspects of programming.

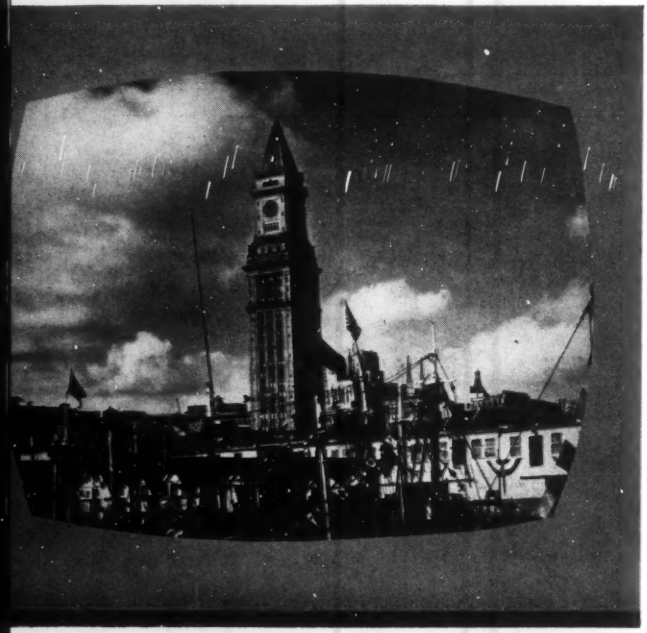
They know the talent intimately, and every nuance of the personalities that keep the shows top-rated. They know the programmers and their product . . . the great film libraries, and how film is scheduled, edited and produced for maximum response. They know station management, and the activities that keep them respected in their communities.

They're kept informed on many aspects of local programs and personalities through *Videotape*, right in TvAR's New York offices. It's the first screening service of its kind ever utilized by a rep firm . . . a service open to all TvAR clients as well.

TvAR Videotape lets you see these great out-of-town personalities and programs right in New York. You can preview television advertising, including your own taped or filmed message, in its actual program context . . . pre-test your own copy line with the same selling personalities who will deliver it . . . know first-hand how your advertising is being handled from Boston to San Francisco.

TvAR ***gives you more when you go to market***

. . . more from Boston

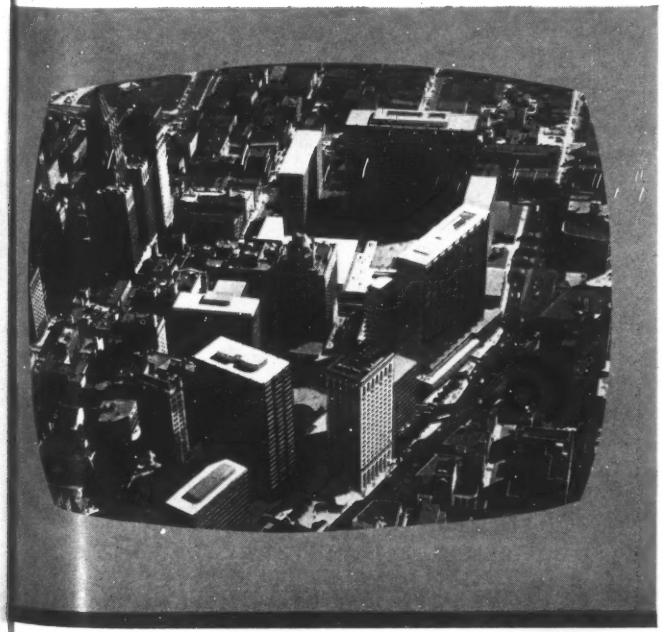


through WBZ-TV!

First in the nation's 6th market, WBZ-TV reaches 71% of all homes in the Boston area . . . commands $4 billion in retail buying income. No station anywhere does more for a sponsor's message than this one – the nation's most honored station.

TvAR *gives you* **more** *when you go to market*

. . . more from Baltimore



through WJZ-TV!

Top-rated for 16 out of 19 months beginning November '57 (3 months after WBC took it over), WJZ-TV hasn't lost its hold on Baltimoreans! A formidable trio of local personalities – Buddy Deane, Jack Wells, Keith McBee – help keep Baltimore a WJZ-TV town!

TvAR *gives you* **more** *when you go to market*

. . . more from Pittsburgh

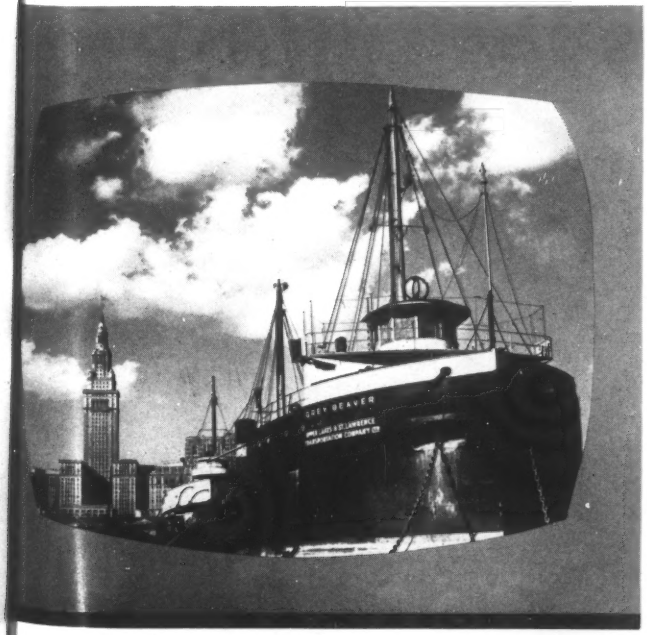
through KDKA-TV!

Pittsburgh's first station, operating in a 3-station market . . . KDKA-TV continues to dominate the nation's 8th market with more than a 44% share-of-audience. Morning, afternoon and night it's Pittsburgh's showcase for the finest feature films.

TvAR ***gives you <u>more</u> when you go to market***

h . . . more from Cleveland

!



through KYW-TV!

. . . the big leader in the nation's 7th TV market. KYW-TV has a 38% share of all northern Ohio viewers . . . more than $2½ billion in buying power. Stand-out showmanship, marketing-minded management and constant, vigorous promotion keep KYW-TV the strongest selling advertising medium in this rich area.

TvAR *gives you* **more** *when you go to market*

more from San Francisco

through KPIX !

Pioneer in the Bay Area, KPIX programs 22 hours of local live talent shows – more than all other SF stations combined! Unequaled local news coverage and great film library . . . the kind of public service attitude that keeps 1,238,000 viewers glued to a (sponsored) 90-minute heart operation . . . make KPIX an essential TV marketing buy in San Francisco.

TvAR *gives you* more *when you go to market*

You get the most modern, most complete rep service ever offered for the major TV stations in five of the nation's most important markets!

Call Larry Israel, Jack Mohler, Bob Hoffman (NYC) or any other TvAR Spot Specialist. You'll find they're the best informed men in the business – a big plus for your spot TV planning . . . the way to get *more* when you go to market.

NEW YORK	CHICAGO	DETROIT	LOS ANGELES	SAN FRANCISCO
666 Fifth Avenue	400 N. Michigan Ave.	Penobscot Building	1717 Highland Ave.	2655 Van Ness Ave.
New York 19, N.Y.	Chicago 11, Ill.	Detroit 26, Mich.	Hollywood 28, Calif.	San Francisco 9, Calif.
JUdson 2-3456	WHitehall 4-4567	WOodward 5-6450	HOllywood 6-1144	PRospect 6-9494

TvAR ***Television Advertising Representatives, Inc.***

representing WBZ-TV Boston . . . WJZ-TV Baltimore . . . KDKA-TV Pittsburgh KYW-TV Cleveland . . . KPIX San Francisco

Air Express never leaves a bride waiting

This June bride's gown arrives AIR EXPRESS! And she's relaxed. So is Priscilla of Boston—bridal outfitters. They take those last-minute changes in stride. The bride may suddenly order another bridesmaid's dress... but Priscilla never panics. Every day AIR EXPRESS delivers dozens of Priscilla creations on time... right to the store. Cost of this amazing shipping service that assumes all responsibility? A 20-lb. shipment, for example, Boston to Dallas (1565 air-miles) is only $11.90! Other rates similarly low. So whatever you market, it pays to . . . think FAST . . . think AIR EXPRESS first!

AIR EXPRESS

CALL **AIR EXPRESS**, DIVISION OF **RAILWAY EXPRESS AGENCY** • **GETS THERE FIRST** VIA **U. S. SCHEDULED AIRLINES**

AM SPECTACULAR
Chesebrough buys CBS Radio special

Confidence in the radio medium as a sales vehicle will be demonstrated Sept. 20 when Chesebrough-Pond's Inc., New York, sponsors a one-hour CBS Radio network special as the main thrust of its fall advertising campaign to introduce new packaging of its beauty products. Taped in Paris, the program stars Maurice Chevalier, a personality who can be identified with the "glamour image" on which C-P is basing all of its late summer and fall advertising.

Fully aware of the unusual nature of a radio spectacular in an era of tv specials, C-P's show, which has been entitled *Holiday with Chevalier,* will occupy a peak radio listening period—5 to 6 p.m. on a Sunday. At this hour, according to Albert B. Richardson Jr., C-P's advertising director, the greatest number of car radios are turned on, as weekend travelers drive home.

Although the price of the show was not revealed, Mr. Richardson stated that "the much lower cost of a radio show and the fact that CBS Radio offered a package that tied in with our advertising plans" determined the choice of radio to give the big push to the campaign. The program's seven commercials, representing as many individual products in Pond's beauty line, will be backed up with supplemental advertising in magazines and on C-P's daytime tv shows, he said.

With Mr. Chevalier as host, *Holiday* will feature the top entertainers in France, it was reported. Those signed to participate include: Juliette Greco, Line Renaud, Jacqueline Francois, Sascha Distel and Les Compagnons de la Chanson. Michel Le Grand will conduct a 48-piece orchestra and a chorus.

The copy for Chesebrough-Pond's commercials and ads will emphasize the glamour aspects of women and places throughout the world. In-store displays will be centered on almost full-scale Paris kiosks which will be covered with pictures of the stars of the radio show and of the ads used in magazines. At the kiosks, consumers will be able to enter contests to be eligible for winning trips by jet planes to the glamour capitals of the world. Agency for the C-P push is J. Walter Thompson, New York.

Big blast from Sunray

DX Sunray Oil Co. (Boron gasoline) launches its biggest radio-tv ad campaign June 15-July 10 and Aug. 3-28. The oil company will place more than 11,000 spots on 69 stations in its marketing territory in these periods.

New commercials featuring a model ballistic missile with the theme: "missile power your car with DX Boron gasoline" are produced by Potts-Woodbury Inc., Kansas City, and Swift-Chaplin Productions, Hollywood, Calif.

Tv station quits NAB over Preparation H

WMTW(TV) Poland Spring, Me., last week resigned from the NAB in protest against the revocation of its television code membership for carrying commercials for Preparation H, a hemorrhoid remedy.

WMTW was one of eight stations whose television code memberships were revoked last April 30 by the NAB Television Board. That board acted on the recommendation of the Television Code Review Board which has banned the Preparation H commercials as objectionable (BROADCASTING, April 27, May 4, et seq.).

In a letter to the NAB, John W. (Duke) Guider, president and general manager of WMTW, said last week that the code board cited his station for revocation for only one reason: it was carrying one Preparation H commercial per week in a late Saturday night spot.

"There never has been, and there is not now, any suggestion that in any other respect have we ever conducted our station in anything but the highest ethical manner," Mr. Guider wrote the NAB.

What Board Said • At the time of the television board's revocation action, the board announced the withdrawals of the code's seal of good practice "in response to charges brought by the NAB Television Code Review Board for continued and willful violations of provisions of the code relating to personal products advertising, triple spotting and advertising time standards."

Mr. Guider said that his station had never received any complaints from viewers about the Preparation H commercial.

"It appears to me that the code review board is 100% wrong in the position it has taken on Preparation H," he said. "Unless the advertising of this product has been found offensive by the viewers, as distinguished from the code review board, I do not believe the board is right."

Mr. Guider notified the NAB he was cancelling his membership "effective immediately." Mr. Guider was a partner in the Washington law firm of Hogan & Hartson before assuming direction of WMTW.

BBDO SHUFFLE
Agency reorganizing radio-tv media dept.

BBDO is reorganizing its radio-tv media department in New York. The agency has not yet spelled out the changes but is expected to do so within another two weeks.

Basically the BBDO switch is to a group system of buying by accounts, with each group supervising the media buys for the accounts assigned to it. This is similar to the media organization in use by various other large agencies, notably J. Walter Thompson and Leo Burnett.

The contemplated change became known last week with the promotion of Gertrude Scanlan, veteran BBDO buyer, to a new post of media liaison between the New York headquarters and the agency's 15 regional offices. This promotion was not disclosed publicly.

BBDO did reveal however that it had added nine "experienced buyers" in the past two months to the media department headed by Vice President Fred Barrett. Most recent to join is Michael Donovan, formerly vice president and associate media director at Benton & Bowles. Before he worked with B&B, Mr. Donovan was broadcast media supervisor at McCann-Erickson.

New Faces • The other eight people: Robert Hamilton former media director at C. L. Miller and at Ellington & Co.; Bruce Doll previously with Erwin Wasey, Ruthrauff & Ryan; Stuart Edwards formerly with Lennen & Newell; Conrad Ennis who came from Doherty, Clifford, Steers & Shenfield; Sal Cusimano, formerly with G. M. Basford Co.; Cliff Wilmot, formerly with J. Walter Thompson; Sam Landers also from L & N and Ed Koehler from Buchanan & Co. and once associated with ABC and the former DuMont television network.

It is expected that BBDO will set up its account group with executive heads drawn both from the list of recent joiners and from its veteran buying staff.

A spokesman when questioned about the changes said "everybody will benefit."

P&G supplants GM as top advertiser

New sign of the tv times. Procter & Gamble, top tv spender in the land, is the U.S.' No. 1 advertiser. In second place is General Motors Corp. which for many years had the favored national spot.

The spotlight thrown on P&G's

emergence as the nation's top-spending advertiser by Television Bureau of advertising which last week trotted out these facts:

P&G spent $98,154,000 in seven major media in 1958. GM put in $91,-755,000. P&G has 85% of its budget in television, spot and network, with all-time sales and profits in 1958. Total tv expenditures came to $84.4 million-plus (more than $50.6 million in network, more than $33.8 million in spot).

The bureau threw this item in too: P&G was cited as the country's best-managed company by the American Institute of Management in 1957.

What TvB did not say: General Motors traditionally has held down the No. 1 spot in the newspapers' hit parade of national advertisers.

Grant Adv. gets Dart auto account—if?

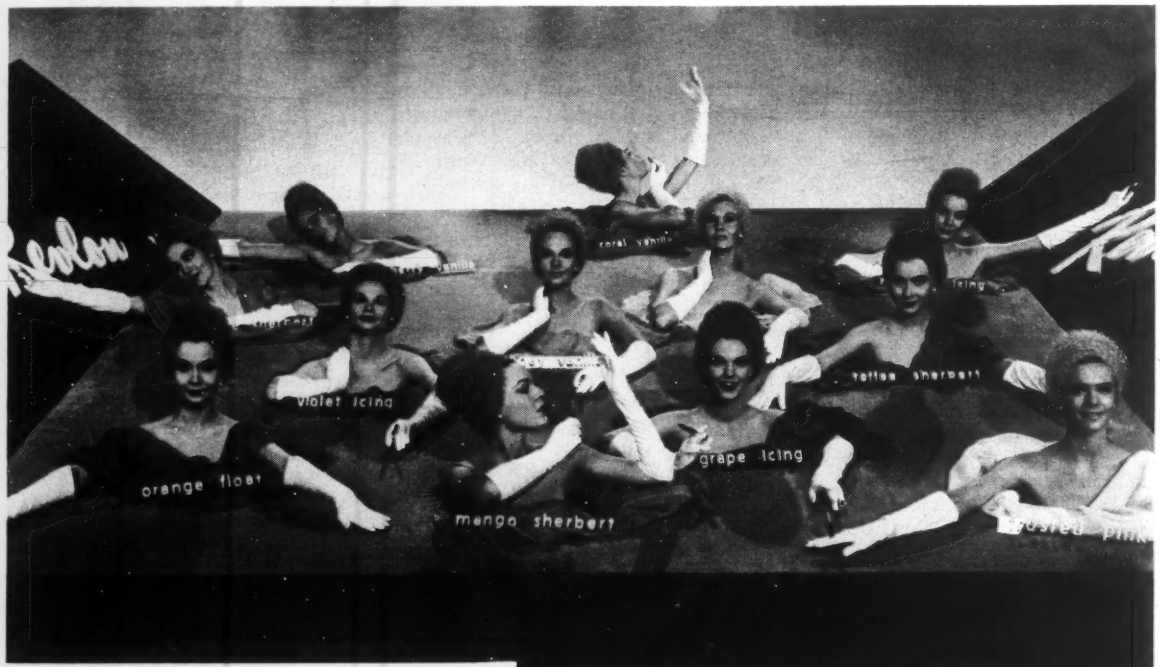
Grant Adv., Chicago, was reported last week to have acquired an estimated $5 million account for the Dart, a new automobile Chrysler Corp. plans to introduce in September.

The Dart, a compact, standard size auto, has been discussed at length in automotive trade circles, although executives of Chrysler last week refused to say it would produce such a car or confirm or deny that Grant had been named the advertising agency. The agency issued the following statement:

"Any information on the existence of the Dart and the advertising plans on the car, if it exists, have to come from the Chrysler Corp."

It was reported that several agencies had been asked to make presentations for the account. One strong factor in Grant's winning the account is that the agency already handles other Chrysler business—primarily the Dodge account estimated at $16 million.

Media plans could not be determined since no information on the account could be elicited from Grant Adv. Dodge is a heavy spender in television and it is assumed that air media will



TV COMMERCIAL PREVIEW

Inviting lips in color • When Revlon International, New York, required a commercial to be shown throughout the world (except in the U.S.) on behalf of its 13 new shades of lipstick, officials thought long and hard—and decided upon a one-minute color "spectacular" that cost $15,000 to produce.

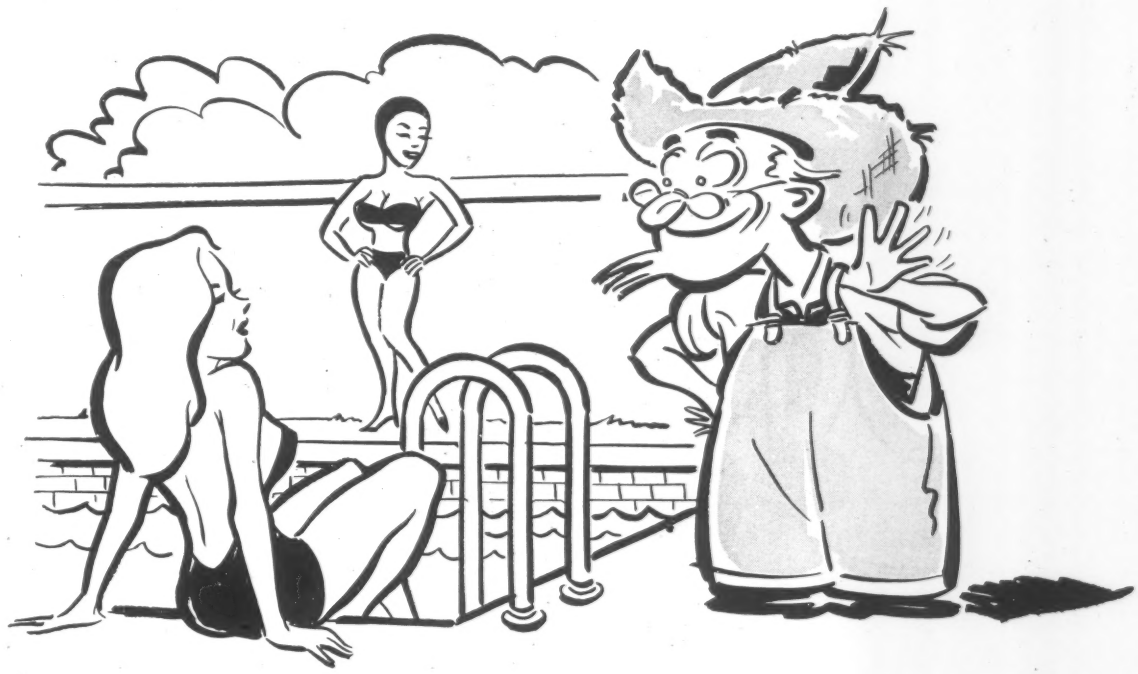
The commercial was unveiled in Latin America last Wednesday (June 3) and by June 10, it will have made its debut in 62 countries. The commercial has been dubbed into 14 languages—Danish, Dutch, English, Finnish, Flemish, French, German, Italian, Spanish, Norwegian, Portuguese, Spanish and Thai. It will be shown in theatres in countries where there is no mass tv market.

The production, titled "Colors Unlimited," features dancer Cynthia Scott of television's *Your Hit Parade*, and 12 high fashion models, who are used to depict the 13 new shades of lipstick. The commercial includes an original musical score by Morris Mamorsky and choreography by Zachary Solov of the Metropolitan Opera.

"This is Color Unlimited by Revlon," a voice proclaims as the models demonstrate each lipstick shade. "A new name for the new look in lipstick. Snow-kissed pastels like 'Honey Vanilla.' Shocking violets like 'Violet Icing.' Tawny shades like 'Orange Float.' So remember . . . for the most exciting inviting lips in the world . . . Color Unlimited . . . by Revlon . . . for you."

The commercial was produced by Robert Lawrence Productions, New York, on direct order from Revlon International (no agency was involved). The director was Jerry Schnitzer of Lawrence Productions and the script was by Sandy Klein, a free-lance writer. Other Lawrence personnel involved in the production were Jean Steinberg, editor; Mel Bourne, art director; Doris Reichbart, production supervisor. Francois of Revlon served as beauty and color consultant.

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

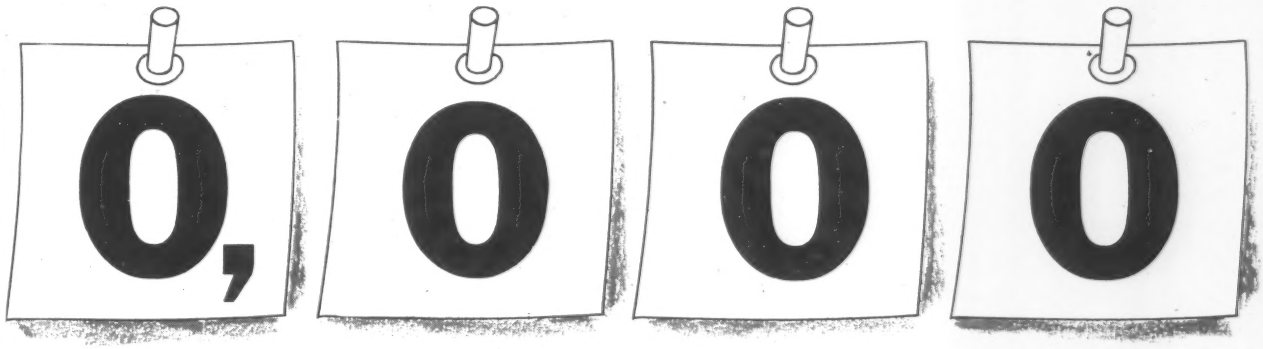
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

For full information contact
RICHARD CARLTON, Vice-President in Charge of Sales
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N. Y.
PLaza 1-3110-1-2-3-4

1314 So. Wabash Avenue
Chicago 5, Illinois
WEbster 9-0628-9

1966 So. Vermont Avenue
Los Angeles 7, California
REpublic 1-2309



An astonishing statement by a HOT cat!

"I have just learned that in the first sixty days since they let this cat out of the bag – a cool million and a half is on the line – thanks to some mighty far-sighted gents at Westinghouse, Metropolitan, Triangle, Transcontinent and a number of stations coast-to-coast.

"While this is an unprecedented state of affairs for a cartoon series—I would like to point out that I was the HOTTEST of HOT CATS long before Liz played Maggie – so it is no surprise to me that everyone is doing catnips over the new films.

"Of course, they're great—the best ever created for TV, that's for sure! But don't take my word for it – I'm inclined to be modest. Get some audition prints from Trans-Lux.

"You'll buy. They all do!"

– Felix, The Cat

The Tremendous Commercial Appeal of FELIX – is shown in the "hot" list of clients and agencies who have seen the series and are waiting *now* to talk to your sales manager about spot time on Felix programs. *Send for your copy of the list today.*

receive a substantial portion of the Dart account.

Trade reports indicate that the Dart will be smaller than the Dodge but larger than Chrysler's new economy car, the Valiant. It will be sold by Dodge dealers.

McCann's Buick shift

New lineup in McCann-Erickson's Detroit account group handling Buick Div. of General Motors Corp. divides print and broadcast. R. Thomas Brogan, who joined the agency in 1954 and at one time was on Chrysler in New York when that account was at M-E, and who has been handling both print and broadcast on Buick in Detroit, will now handle print only. Charles P. Flynn, tv and radio account executive, assigned from New York to the Detroit office. Myron C. McDonald is the McCann-Erickson vice president and Buick account service group head in Detroit.

NBC-TV rotating buys

To give evening advertisers greater reach and audience stability next season, NBC-TV last week announced a new sponsorship pattern involving three programs: *Riverboat* (Sun. 7-8 p.m.), *Laramie* (Tues. 7:30-8:30 p.m.) and *Bonanza* (Sat. 7:30-8:30 p.m.). All may be bought on a rotation basis in which the advertiser's half-hour moves from program to program over the weeks. The minimum purchase is six half-hours, all to be scheduled in the last four months of 1959. (Also see fall network story, page 38.)

According to the network, the pattern has the merit of diversification safety—and a better chance to be with a big rating winner—and also gets the advertiser into more homes sooner. Normal half-hour time and program costs are applicable, less any discounts earned by the advertiser, it was reported.

• Business briefly

Time Sales

• American Tobacco Co., N.Y., has bought Ziv Television's new half-hour adventure series *Lock-up*, in 60 markets on an alternate week basis. Agency is BBDO, N.Y. Ziv Tv reports that the series now has been sold in a total of 112 markets.

• Bell System, N.Y., will sponsor 12 musical specials during 1959-60 season over NBC-TV, starting Oct. 9, with 11 programs scheduled on alternate Fridays (8:30-9:30 p.m.) and the other tentatively scheduled for Easter Sunday evening. Agency: N.W. Ayer & Son, Philadelphia.

• The Rexall Drug Co., L.A., on Aug. 16 will sponsor the summer's only reported network tv special, a dramatization of the O. Henry short story classic "The Ransom of Red Chief." NBC-TV will present the Rexall tv special from 10 to 11 p.m. EDT, the network reported last week. William Bendix has been cast for one of the three principal roles in the hilarious account of the kidnapping of a red-haired 10-year-old boy who dubs himself "Red Chief." The show is a Talent Associates production, with David Susskind as executive producer. BBDO is Rexall's agency.

• Pharmaceuticals Inc., N.Y., has signed for full sponsorship of *It Could Be You* (NBC-TV Sat., 10:30-11 p.m.), starting in September; alternate-week sponsorship *Groucho Marx—You Bet Your Life* (NBC-TV Thurs., 10-10:30 p.m.), starting in the fall, and has renewed *The Arthur Murray Party* for the summer, starting June 29 (NBC-TV Mon., 10-10:30 p.m.). Agency: Parkson Adv., N.Y.

• CBS Radio reported the following new business last week, totaling $1.5 million: Chevrolet Div. of General Motors, Detroit, renewed 12 five-minute newscasts each weekend, with CBS newsman Robert Trout, for 52 weeks effective June 27. Campbell-Ewald, Detroit, is agency. Ex-Lax Inc., through Warwick & Legler, N.Y., purchases 11 weekly units of daytime dramatic series for 47 weeks, beginning June 15. Tetley Tea Co. bought five 5-minute units per week for 52 weeks, starting May 18, via Ogilvy, Benson & Mather, N.Y. Oldsmobile Div. of General Motors, Lansing, ordered the Monday-Friday *Douglas Edwards Business News* for 13 weeks starting June 1, through D.P. Brother & Co., Detroit. Hastings Mfg., for Casite, bought five program segments each week for 13 weeks starting June 14, through Keeling & Co., Indianapolis. Hudson Vitamin Products Corp. contracted for two program segments during the week of June 4 through Pace Adv. Agency Inc., N.Y.

• The Toni Co., Chicago, and Philip Morris, N.Y., will co-sponsor next season's *Loretta Young Show* on NBC-TV (Sun. 10-10:30 p.m.). The signings were announced by Walter D. Scott, executive vice president of NBC-TV. Agency for Toni is North Adv. Inc., Chicago, and Leo Burnett Co., N.Y., for Philip Morris' Marlboro cigarettes.

• D.B. Lewis Food Co., L.A. (Pet Food), has signed to sponsor *Dan Smoot Reports* over 38 of Mutual's 40 Pacific Div. radio stations, starting June 21 (Sun., 6:45-7 p.m.). Agency: Rockett-Lauritzen Adv., L.A.

• A.S.R. Products Corp., (razor blades, other cutlery, etc.), N.Y., will sponsor NBC-TV hour-long, prime evening time program about St. Lawrence Seaway (Fri., June 26, 8-9 p.m.). Agency: Kenyon & Eckhardt, N.Y.

• NBC-TV has confirmed sponsorship for next season of eight Art Carney specials by General Motors' AC Spark Plug and United Motors Service Divs. Four are to be hour-long variety shows appearing the first Friday in October, December, March and May at 8:30-9:30 p.m. The others are 90-minute dramatic presentations, one at an undetermined date in November, the rest 8:30-10 p.m. on the first Friday in January, February and April. Agencies are D. P. Brother for AC Spark Plug and Campbell-Ewald for United Motors, both Detroit.

• The Kellogg Co., Battle Creek, Mich., will sponsor *Dennis the Menace* (CBS-TV Fri. 8:30-9 p.m.). Based on the Hank Ketcham cartoon character, the new comedy series has its debut Oct. 2. Agency: Leo Burnett, Chicago.

• The American Tobacco Co., N.Y., through BBDO will sponsor a new CBS-TV science fiction series, *Space* (Wed. 8:30-9 p.m.) beginning Sept. 2. It stars William Lundigan as an Air Force spaceship pilot. The series is produced for Ziv Television Programs by Lewis Rachmil, a longtime student of rocketry and space technology.

• Kleen King Home Products Co., through Charles A. Mottl Inc., Beverly Hills, Calif., has started a six-station spot radio drive in Southern California for its metal cleaners, using KCBQ San Diego, KPRO Riverside, KRNO San Bernardino, KGIL San Fernando, KPOL Los Angeles and KFOX Long Beach.

• AMF Pinspotters Inc., division of American Machine & Foundry Co., N.Y., on June 28 is sponsoring a live, hour-long musical special on ABC-TV featuring Dick Clark. Known as "The Record Years", the show (9:30-10:30 p.m.) will have guest stars with golden records (million or more sold) to their credit over the past decade. AMF is supplementing this summer bowling promotion with six one-minute participations on Dick Clark's daily *American Bandstand* over ABC-TV beginning June 30. Agency: Cunningham & Walsh.

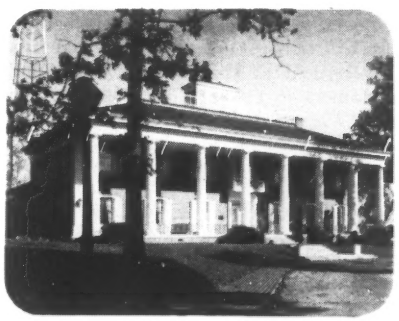
• The Kellogg Co., Battle Creek, Mich., will be an alternate-week sponsor of *The Deputy* (NBC-TV Sat. 9-9:30 p.m.). The new western, starring Henry Fonda, has its start next fall. It was created by Roland Kibbee and Norman Lear. Michael Kraike will produce the series, with filming done by Revue Productions, Hollywood. Kellogg Agency: Leo Burnett, Chicago.

For outstanding television journalism:

Atlanta's WSB-TV Scores Clean Sweep in AP News Awards

General news, editorials and news features were the categories in which WSB-TV received top ratings in the Georgia Associated Press broadcasters competition. Five WSB-TV news staffers were given individual recognition. This was a clean-sweep of all awards made in the television journalism field.

The excellence of WSB-TV's local news service contributes greatly to this station's dominant position with Georgia viewers. Certainly your advertising in Atlanta belongs on WSB-TV.



WSB-TV
ATLANTA

Represented by Petry. Affiliated with The Atlanta Journal and Constitution. Associated with WSOC-WSOC TV Charlotte, N.C., WHIO-WHIO/TV Dayton, Ohio. NBC.

FM MEETING: CIRCLE OF CONFUSION

Fm broadcasters tell each other troubles at 2-day session

Fm broadcasting, mid - 1959 model, is all mixed up.

The problems of this broadcast band and its related musical services are involved in court delays, federal bureaucracy, legal sparring, engineering hassles, stereo, overlapping taxes, agency indifference, shortage of sponsors and internal feuding.

A review of this confusion marked a two-day fm multiplexing seminar held Thursday-Friday (June 4-5) under the auspices of WGH-FM Newport News, Va. Meetings were held at the Hotel Chamberlin, Old Point Comfort, Va.

With all its troubles, fm's circulation, service and popularity are at an all time peak.

Fm's basic money problems were ascribed by several speakers to the fact that agencies either don't understand or completely misunderstand fm's coverage, quality and circulation. These benefits are not appreciated despite what was called an unprecedented demand for new fm station permits in the last year. (See timebuying story this page).

The Virginia meeting drew an attendance of more than 125 broadcasters. It had been billed in advance as a joint multiplex seminar and meeting of the new National Assn. of FM Broadcasters, formed last March prior to the NAB convention at Chicago.

This advance billing was mixed up, too, according to Larry Gordon, WBUF (FM) Buffalo, president of NAFMB. The name was recently approved by the membership of the association, replacing the tentative name FM Assn. of Broadcasters which in turn was successor to FM Development Assn. The last-named was formed several years ago to fight an increase in fees demanded by ASCAP.

Mr. Gordon said he was appearing on his own behalf and that no NAFMB meeting had been formally scheduled by the association. He offered to consult with any seminar delegates interested in discussing fm problems of NAFMB's activities.

Those engaged in fm broadcasting and multiplex services disagree on which service is the dog and which is the tail. They are divided into four groups—those who mainly want to sell sideband music and utility services; those who simplex and want no part of multiplexing; those who just want to operate fm broadcasting stations, and/or those who sell transmitting and receiving apparatus.

The discussions of multiplexing's problems moved Mr. Gordon to observe, "Remember, you must have an fm broadcasting service first. The special services such as background music and storecasting are secondary though important and often profitable. This meeting is half engineers and manufacturers. We want emphasis on fm."

Confusion reached a peak when a "beware" notice was circulated around the meeting. It charged that big equipment and set manufacturers may destroy multiplexed station services by setting standards for stereo (see below). The point made was that multiplexed stereo would lead to wide sale of multiplex adapters to the public, making it easy to pirate background music services. The adapters would be added to normal fm receivers.

Seymour Krieger, Washington attorney, reviewed the tax situation, explaining that an unfortunate inquiry by a station had led Internal Revenue Service to apply an 8% wire service tax to radio music transmission services. The IRS instructed collectors to collect the tax, holding that a tax on wire services applied to radio transmissions of background music because there were some wires in the radio equipment and transmitter connections.

This tax has been appealed by WGH-FM. The government has threatened to levy the tax directly on music subscribers, Mr. Krieger said, adding, "I don't know of a better way to destroy business than for the government to visit each one of your customers to collect a tax."

But there's another tax lurking in the background, he added, a 10% wire mileage tax passed in 1958. If the 8% case is won, you may have to pay the 10% tax instead, he said.

Finally, he noted, the city of Norfolk and State of Virginia are each contemplating the revenue potential of taxes on background music services.

Sigmund Timberg, Washington attorney, charted the history of the campaign to get lower ASCAP rates. Originally ASCAP asked for a big boost in background music rates, he said, calling it "a complicated pay formula that would take several Philadelphia lawyers a generation to apply." He said a final agreement is near, with a new and much lower rate scale based on $20 annual minimum for entertainment places and $26 for bars, restaurants and other places, with alternate percentage bases.

Broadcast Music Inc. fees, with a $5 annual minimum, are no problem, he said, and SESAC is not important to background music "because it is mostly foreign selections and gospel music."

Douglas Anello, NAB chief attorney, cited multiplexing history, starting with the 1955 order requiring eventual shift of all background radio service from simplex to multiplex. He said FCC has granted Electronic Industries Assn. a six-month extension to file comments on stereo standards pending a depth study of stereo engineering systems and equipment.

At present 140 stations are multiplexing background music with 15 still using simplex. FCC has asked the U.S. Supreme Court to review an appellate court ruling that held simplex transmissions of fm music are broadcast rather than private communication services.

Mr. Gordon said NAFMB wants everyone interested in fm to join NAFMB.

"Unless we have oragnized action fm can go down the hatch," he said, recalling the ASCAP negotiations. He said NAFMB should include broadcasters, background music interests, storecasters, manufacturers, publishers—"Everyone interested in fm."

The "beware" notice was circulated by Gardiner Greene, of Browning Labs., multiplex equipment manufacturer. He charged that large set and hi-fi components manufacturers would have the entire multiplex spectrum, or part of it, become a broadcast service instead of non-broadcast." If this happens," he said, "multiplex may fall into the hands of sponsors (national advertisers), and you know what help they have been to fm during the last many years."

Fm void created by agencies and stations

The fm broadcast medium has one main trouble—hardly anyone is trying to sell it.

This conclusion was drawn from a national survey among members of Affiliated Advertising Agencies Network. It was conducted by Ed Acree, partner in Cargill, Wilson & Acree,

. . . and when he owns 200 "horses" will he still buy your gasoline? Chances are "yes," if you are a WKY-TV advertiser. Today's—and tomorrow's customers are sold on WKY-TV. In fact, 70% of Oklahoma's gasoline sales are made in the WKY-TV coverage area.

1949–1959
•
CELEBRATING
10
YEARS
TELEVISION
SERVICE
TO
OKLAHOMANS

WKY TELEVISION
OKLAHOMA CITY

NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa—St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

Network tv billing in 9.2% climb

The continuing climb of network tv gross billing brought in 9.2% more in time charges in April over the mark reached for the month a year ago.

The networks grossed more than $52 million last April compared to over $47.6 million in April 1958. For the January-April period the total billing came to $208.5 million-plus, or 9% above the same months of last year.

Each of the networks scored gains for both the April and January-April periods; CBS-TV and NBC-TV both chalking up increases at about the same rates in April and for the four months. ABC-TV strode ahead with a 16.6% pickup in April and 18.7% in the four-month period.

The compilation by Leading National Advertisers and Broadcast Advertisers reports was reported today (June 8) by Television Bureau of Advertising.

The full report:

Network TV Gross Time Billings

	April			January-April		
	1958	1959	% Change	1958	1959	% Change
ABC	$ 8,739,456	$10,193,663	16.6	$35,752,460	$42,430,232	18.7
CBS	20,628,511	22,093,785	7.1	83,344,337	88,255,638	5.9
NBC	18,283,379	19,753,172	8.0	72,287,402	77,835,168	7.7
TOTAL	$47,651,346	$52,040,620	9.2	$191,384,199	$208,521,038	9.0

Month by Month—1959

	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,226,385	20,728,315	55,519,731
April	10,193,663	22,093,785	19,753,172	52,040,620

Gross Time Costs Only

Richmond, Va. The results were reviewed at the FM Multiplexing Seminar held June 4-5 at Old Point Comfort, Va. (see main story this page).

"We operate in an fm void," Mr. Acree said Friday at a panel session. The survey revealed that only nine of the 35 agencies returning questionnaires were using fm for clients; 26 aren't using fm.

Asked what would make fm more valuable to their clients, seven agencies said more sets were needed in their markets; 12 needed more station promotion and more program information. One objected to the practice of charging listeners for station program logs; six thought programs needed improvement; ten desired audience studies.

"Some agencies reported they had never been contacted by fm stations," Mr. Acree said. "I have been at Cargill, Wilson & Acree four years and have been approached only once; one fm station for one client. We need a steady flow of information of the type other media provide.

High Potential • "Fm has a terrific potential for a quality audience. It should provide availabilities, success stories and sets-in-use information similar to the Pulse survey in San Diego. Fm should sell test schedules, with mail-in and similar devices to show audience response."

The survey covered large and small cities in all parts of the country. Cargill, Wilson & Acree places business nationally, principally in the Northeast and Southeast.

Many agencies don't understand fm broadcasting, Esther Rauch, midwest sales development director of John Blair & Co., agreed, quoting from an agency's presentation to a client that defined fm as "classical music without commercials."

Miss Rauch told fm broadcasters they must create an fm demand by the public. "We have a media child 19 years old that hasn't learned how to walk" she said. Emphasizing the quality of fm transmission, she said, "sound is worth a thousand pictures."

The Blair firm has 15 radio stations broadcasting am-fm stereo, she said, adding, "stereo will bring radio back to the living room." She added, "Radio lost more listeners to hi-fi than to television."

Nafi buys KPTV (TV) in $3.75 million deal

Sale of KPTV (TV) Portland, Ore., by George Haggarty to Nafi Corp. for $3,750,000 was announced last week jointly by Mr. Haggarty and Kenyon Brown, broadcast industry executive, who handled the negotiations for Nafi. Transfer is subject to FCC approval.

It also was announced that Mr. Brown has been appointed head of the newly-formed broadcast division of Nafi. Mr. Brown continues as president of KCOP (TV) Los Angeles, which he owns jointly with Bing Crosby, George L. Coleman and Joseph A. Thomas.

Nafi (pronounced naf-fee) Corp., whose principal offices are in Oakland, Calif., was formerly National Automotive Fibers Inc., the name adopted in 1928 when the company's only business was the manufacture of automotive interior trims. Today, Nafi also produces foam rubber and wool and synthetic carpeting and is embarking on a program of diversification.

The company's annual report for 1958 shows that Nafi suffered a net loss of $382,951, compared to a profit of $1,018,052 in 1957. Gross revenues fell from $47,375,065 in 1957 to $21,555,243 in 1958 as a rseult of the sharp drop in automotive production and sales last year.

The Nafi balance sheet as of Dec. 31, 1958 shows total assets of $25,931,642, including nearly $6 million in cash and negotiable securities plus another $5 million set aside for "the acquisition of other companies and diversification."

The Nafi annual report shows 108,105 shares of stock in the company treasury valued at $23,481,231, a book value per share considerably in excess of the market quotation of 17¼ closing price on the New York Exchange last Tuesday (June 2).

Board chairman of Nafi is Paul V. Shields, head of the Wall St. firm of Shields & Co. and, incidentally, Gary Cooper's father-in-law. John G. Bannister is the firm's president and KCOP principal Coleman is a director.

Mr. Haggarty bought what was then ch. 27 KPTV from Storer Broadcasting Co. in 1957, paying $1.89 million. He also, in the same year, bought ch. 12 KLOR-TV Portland from Henry A. White and associates for $1.8 million, changing KPTV to the vhf channel and dropping KLOR-TV.

ABC plans $65 million facilities expansion

ABC will spend $65 million "in the next few years" in expanded facilities in New York and Hollywood as well as in other cities in which the network owns and operates stations.

So said Leonard H. Goldenson, AB-PT president, last Thursday in dedicating the new $4 million facilities of WXYZ-AM-FM-TV in Detroit.

Mr. Goldenson told BROADCASTING that the additional funds will be spent, probably in the next five years, in expanding existing headquarters in New York where adjacent property has been purchased. Two new color tv studios will be included for live production. In Los Angeles, about $1 million similarly will be spent in expanding considerably the network's present lot—the old Vitagraph movie lot.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

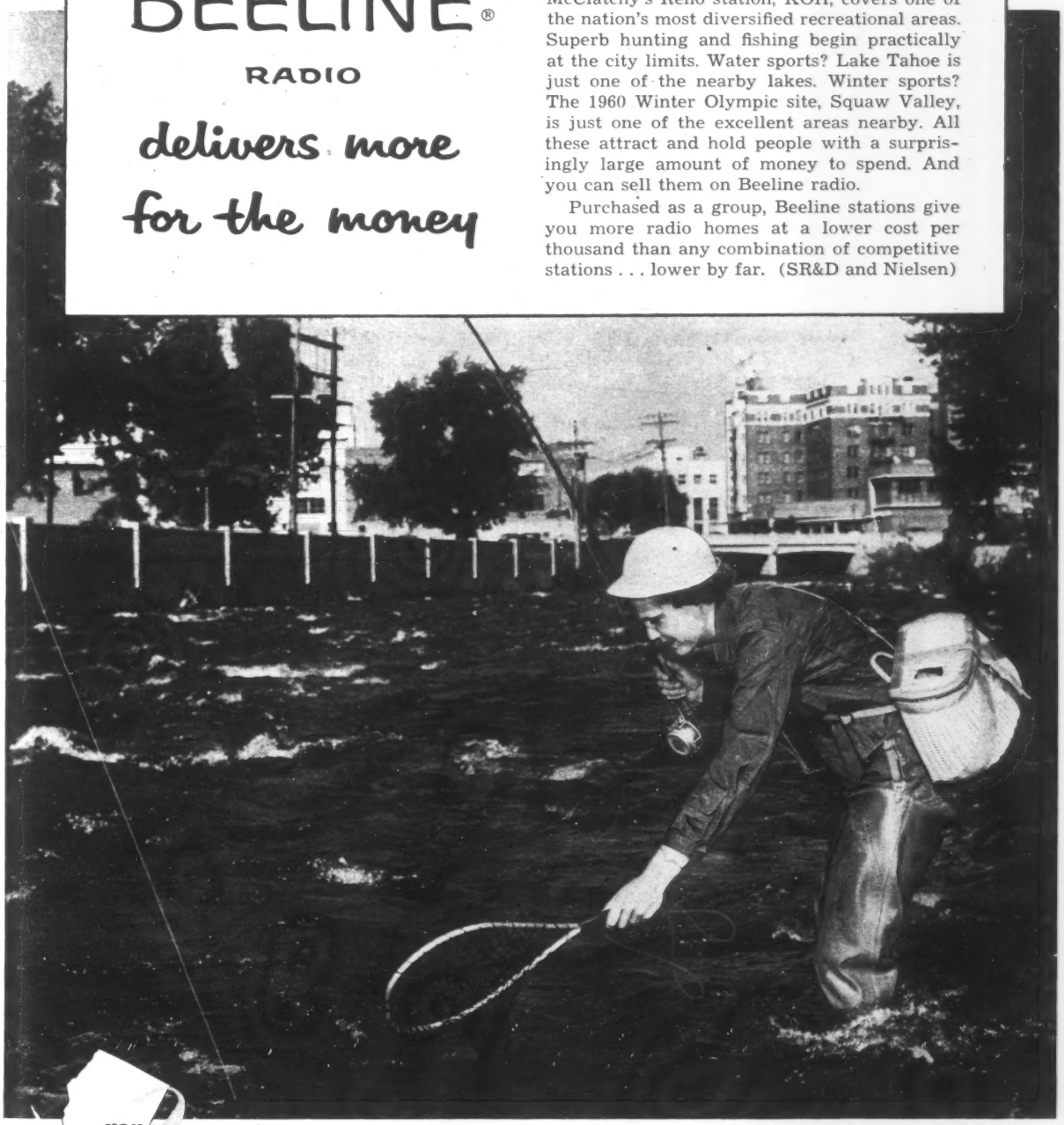
BEELINE®

RADIO

delivers more for the money

McClatchy's Reno station, KOH, covers one of the nation's most diversified recreational areas. Superb hunting and fishing begin practically at the city limits. Water sports? Lake Tahoe is just one of the nearby lakes. Winter sports? The 1960 Winter Olympic site, Squaw Valley, is just one of the excellent areas nearby. All these attract and hold people with a surprisingly large amount of money to spend. And you can sell them on Beeline radio.

Purchased as a group, Beeline stations give you more radio homes at a lower cost per thousand than any combination of competitive stations . . . lower by far. (SR&D and Nielsen)



Fishing is good in the Truckee River, downtown Reno.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

3 STATIONS IN BAG; 9 TO GO

Crowell-Collier plans full am-tv quota; believes broadcasting 'healthy' business

Crowell-Collier Publishing Co., which last week acquired its third radio station, WISK Minneapolis-St. Paul, for $750,000, subject to FCC approval (see story, page 76), plans to expand in the broadcast field until it has its full quota of seven am and five vhf television stations, Wilton D. Cole, C-C board chairman, said Wednesday (June 3).

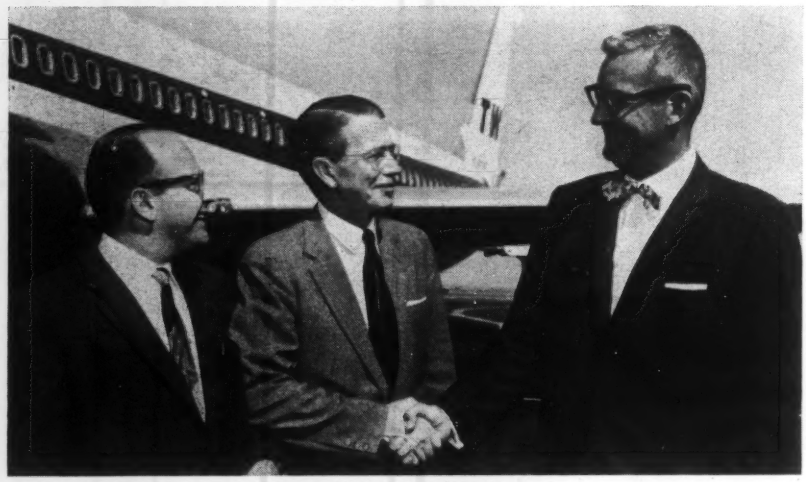
Speaking at a news conference in Hollywood, Mr. Cole reported that KFWB Los Angeles, which the publishing firm bought in 1956 for $2.2 million, grossed $1.7 million last year and is expected to gross more than $2 million in 1959. He did not reveal the station's net profit at the insistence of Robert M. Purcell, director of the broadcast division of Crowell-Collier, who counselled that "as long as there are union problems, profit figures should be consolidated." Mr. Cole said he feels the company's stockholders are entitled to get full information about each division of the business, but he bowed to Mr. Purcell's desire. (The C-C annual report for 1958 was also in accord with Mr. Purcell, showing a consolidated net income of $4,320,729 for the year, but not giving a detailed breakdown of that amount by divisions of the company.)

At the first of the year, Mr. Cole said, Crowell-Collier had a tax loss carry-forward of $10 million. Most of all of this sum will go for the purchase of broadcast properties, he stated.

There are three principal reasons for the publishing firm's planned expansion of its broadcast operations, Mr. Cole said. "We have the primary requirement for expansion in any field, a highly competent management team under Mr. Purcell," he said, noting that KFWB has moved from fourth to first place in share of audience among the more than 20 radio stations serving the Los Angeles area (34% according to Hooper) and estimated that this means KFWB has a larger audience than any other station in the country.

Broadcasting Monopoly? • Second reason for broadcast expansion is that broadcasting stations in a particular market have a virtual monopoly, with no more stations permitted to come into the market because of a lack of frequencies, so that the supply of broadcasting time in the market is fixed. But, with a growing population and an expanding economy, the demand for time by advertisers is bound to grow, the combination of a fixed supply and a growing demand will inevitably result in increased prices for time, he stated.

Third, Mr. Cole said, station operating costs are for the most part constant. After a station recovers its fixed operating costs, increased sales bring increased operating profits. "Thus," he concluded, "with competent management and in an industry of growing demand and fixed supply, and with increasing sales, after fixed costs, funneling directly into operating profits, this industry, in our opinion, is a healthy one to be in."



MESSRS. KLEIN, COLE, PURCELL

Crowell-Collier head arrives in San Francisco prior to WISK purchase

With its policy of maintaining top management and top personnel at its stations, Crowell-Collier is interested only in stations in major markets, Mr. Cole said. The company has no negotiations for any tv property as yet, he reported, but he predicted that it will be in television by the time it has its full quota of seven am stations. He passed a question about fm on to Mr. Purcell, who said that C-C might get into this field of broadcasting if it develops a favorable economic atmosphere.

Contemporary Listening • The "contemporary programming" policy inaugurated at KFWB will be instituted at the other C-C stations, Mr. Cole said. It goes into effect today (June 8) at KEWB San Francisco, which also assumes these call letters today and drops the KLX call by which it was formerly known. "Contemporary programming" was defined as "local programming," in tune with the public taste and serving the public interest of the community served by the station. None of the three C-C stations is a network affiliate, Mr. Purcell said, commenting that future acquisitions will probably also be non-affiliated, unless some network adopts a program policy in line with that of Crowell-Collier.

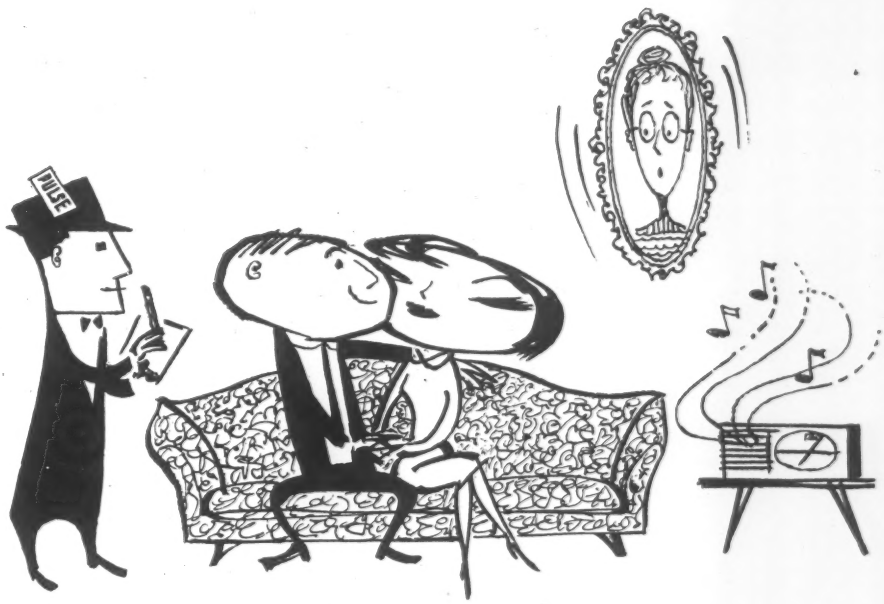
The "WB" call change was made to San Francisco principally because KFWB has found the "B" so effective for use in station on-the-air promotion and to enable KEWB to make use of the same jingles that have worked so well for the Los Angeles station, Mr. Purcell said. He noted that "W" is the only three-syllable letter in the alphabet. Whether the letters, which once stood for Warner Brothers, original owner of the station, will also be used in Minneapolis-St. Paul has not been decided, he said.

On Tuesday, Mr. Cole addressed a news breakfast in San Francisco and at noon was guest of honor at a luncheon for civic and business leaders hosted by William Knowland, former U.S. senator from California and owner of KLX until its sale to Crowell-Collier earlier this year.

McGannon says WBC network label wrong

Donald McGannon, Westinghouse Broadcasting Co. president, last week took issue with a remark by Matthew J. Culligan, NBC executive vice president in charge of radio, that Westinghouse was now a network.

Mr. Culligan had said, in a speech to the second annual disc jockey convention, that Westinghouse in effect "is



Q: Which of the following words describes each of these radio stations: Modern? Old-fashioned?

A: Four out of five Washington, D. C. area residents polled by PULSE found WWDC modern—a greater percentage than any other radio station. Less than one in twenty figured us for fuddy-duddies. And just as significantly, we received fewest "don't know" votes. Proof that Washington *does* know a "live wire" when it hears one. Let us cut *you* in on the current!

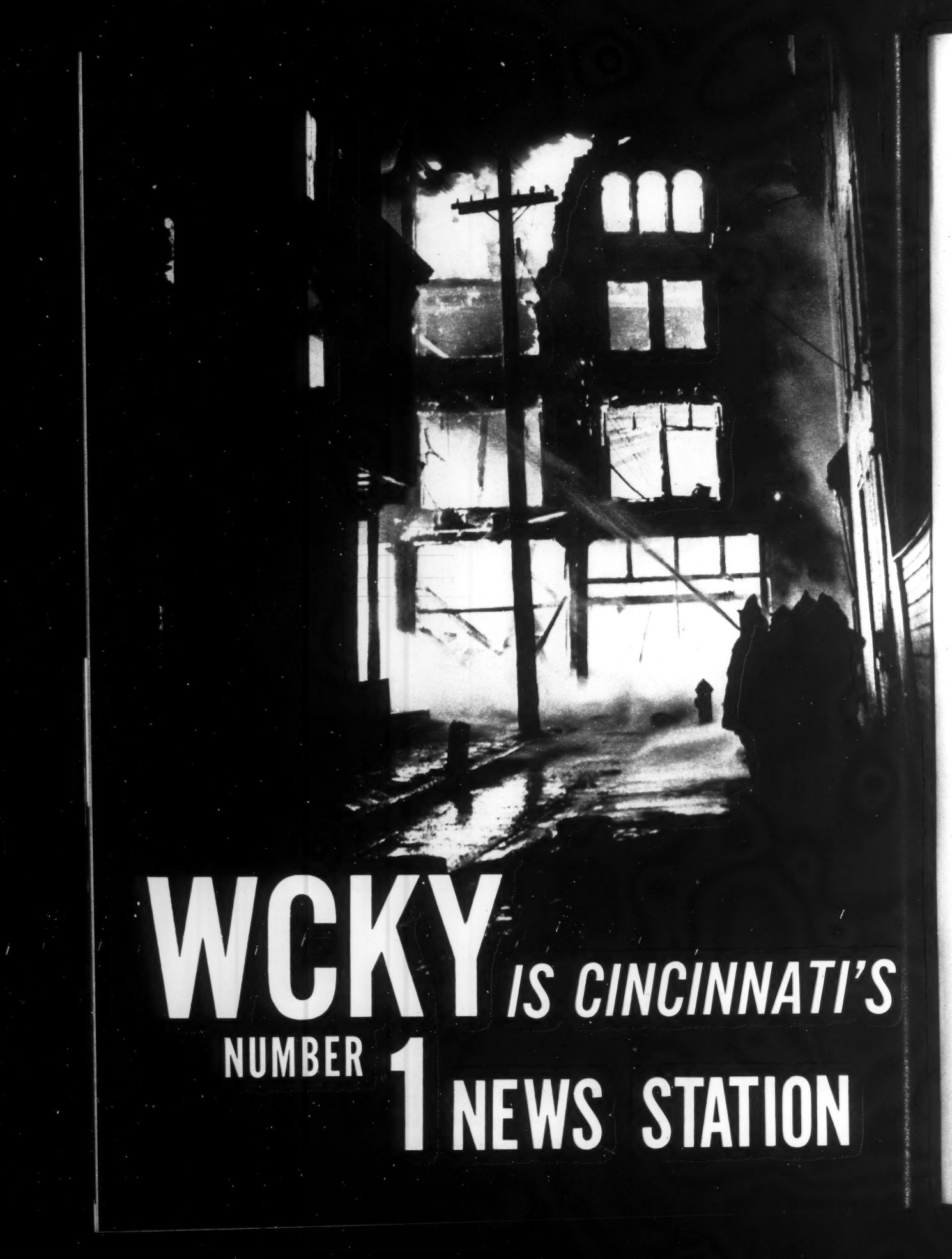
	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Modern	79.3	77.0	31.8	37.1	24.8	30.8	59.6	72.7
Old-fashioned	4.6	1.7	5.1	10.0	6.6	2.8	8.7	5.8
Don't Know	16.1	21.3	63.1	52.9	68.6	66.4	31.7	21.5

All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.


WCKY IS CINCINNATI'S
NUMBER 1 NEWS STATION

WCKY

IS CINCINNATI'S No. 1 NEWS STATION

Here's proof, straight from the Jan.-Feb. '59 Nielsen, that WCKY has the largest news audience in Cincinnati:

Station	Rating
WCKY	11.15 avg for 70 newscasts per wk
Sta A — Ind	5.9 avg for 60 newscasts per wk
Sta B — Net	9.8 avg for 70 newscasts per wk
Sta C — Net	9.3 avg for 50 newscasts per wk
Sta D — Ind	5.0 avg for 80 newscasts per wk

(5 day cumulative rating Metro Area)

The reasons for WCKY's News Leadership:

1. Large news staff of veteran experienced reporters and newscasters.
2. Scoops — WCKY consistently scoops the town on most local news stories.
3. On-The-Spot-Reports — WCKY's mobile unit is on the scene reporting big local stories when they happen or moments after they happen.
4. News tapes—the people who make the news tell the news to WCKY's audience via news tapes. WCKY has them on the air first.
5. Background—WCKY's newsmen present the reasons behind the news so that WCKY listeners receive a more complete understanding of the news.

REMEMBER — WCKY News is No. 1 in Cincinnati and has earned its reputation for prestige, because Cincinnatians know they get the news first, fast and accurately on WCKY. Smart advertisers know they get the prestige of WCKY's news plus a large responsive audience when they sponsor news on WCKY.

Ask Tom Welstead to tell you about WCKY news operation — in New York at ELdorado 5-1127; ask AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS OF SELLING POWER
Cincinnati, Ohio

a small radio network and its stations are really affiliates of this small network" (BROADCASTING, June 1).

In a letter to Mr. Culligan made public last week, Mr. McGannon asserted that all Westinghouse stations enjoy programming autonomy. The company's headquarters operations in news and special programs are designed to supplement the programming of individual stations.

"Obviously," said Mr. McGannon, "the WBC radio stations are independent."

Harvard management development seminar

Sixty broadcasters at the ownership-management level will go to school for two weeks starting July 5-17, enrolling as students in the first broadcast management development seminar at the Harvard Graduate School of Business Administration. All industry categories will be represented, covering four market sizes.

The course was developed under direction of Charles H. Tower, NAB economics-broadcast personnel manager. Students will live on the campus, paying $525 for tuition, room, board and teaching materials. The case system of teaching will be used, with no final examinations, grading or flunking.

Dr. Sterling Livingston, senior professor of the school and president of Harbridge House Inc., Boston, is academic director. William P. Gormbley, assistant dean and director of advanced management promotion, is administrative director. On the teaching staff will be Prof. C. Roland and Prof. Alva F. Kindall, of the school.

Frank Stanton, CBS president, and John Kenneth Galbraith, author and Harvard economics professor, will lead lecture-discussion periods.

Those enrolled in the course:

Bernard C. Barth, WNDU-AM-TV South Bend, Ind.; Charles A. Batson, WIS-TV Columbia, S.C.; John S. Booth, WCHA Chambersburg, Pa.; L. H. Christian, WRFC Athens, Ga.; Joseph K. Close, WKNE Keene, N.H.; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N.C.; Eugene B. Dodson, WTVT (TV) Tampa, Fla.; William A. Ekberg, KFYR-AM-TV Bismarck, N.D.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Keith S. Field, WARA Attleboro, Mass.; Fred Fletcher, WRAL-AM-TV Raleigh, N.C.; Joseph L. Floyd, Midcontinent Broadcasting Co., Sioux Falls, S.D.; Frank Fogarty, WOW-AM-TV Omaha, Neb.; Thomas B. Friedman, KNEZ Lompoc, Calif.

Creighton Gatchell, WGAN-AM-TV Portland, Me.; William E. Goetze, KFSD-AM-TV San Diego, Calif.; Julius M. Gordon, KPAC-TV Port Arthur, Tex.; Thomas Y. Gorman, WEEL Boston, Mass.; John P. Hart, WBIR-AM-TV Knoxville, Tenn.; Myron Jones, WJET Erie, Pa.; Robert E. Kelly, KCRA-TV Sacramento, Calif.; H. Peter Lasker, Crosley Broadcasting Corp., Cincinnati; John J. Laux, The Friendly Group, Steubenville, Ohio; Carl E. Lee, WKZO-AM-TV Kalamazoo, Mich.; Merrill Lindsay, WSOY Decatur, Ill.; William L. Lipman, WLIP Kenosha, Wis.

Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Robert J. McIntosh, WWJ Detroit; Chester S. Miller, WVPO Stroudsburg, Pa.; David C. Moore, Transcontinent Television Corp., New York; Stanley G. Mouse, WHIO Dayton, Ohio; William J. Moyer, KARD-TV Wichita, Kan.; Thomas S. Murphy, Capital Cities Television Corp., Albany, N.Y.; James A. Noe Jr., WNOE New Orleans; Burns Nugent, KWMT Fort Dodge, Iowa; Thomas R. Nunan Jr., Steinman Radio Stas., Lancaster, Pa.; Ralph O'Connor, WISC-TV Madison, Wis.; Carter M. Parham, WDEF-AM-TV Chattanooga, Tenn.; Donald L. Perris, WEWS Cleveland; Gene Posner, WMIL Milwaukee; Frank Ragsdale, WTVM-TV Columbus, Ga.; A. Louis Read, WDSU-AM-TV New Orleans; William H. Rines, Maine Radio and Television Co. Portland, Me.; James D. Russell, KKTV (TV) Colorado Springs, Colo.

Hartley L. Samuels, KODY North Platte, Neb.; Ben B. Sanders, KICD Spencer, Iowa; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Myron F. Shapiro, WFAA-TV Dallas; Joseph S. Sinclair, WJAR-AM-TV, Providence, R.I.; Robert H. Smith, WCYB-AM-TV Bristol, Va.; William B. Smullin, KIEM-AM-TV Eureka, Calif.; Donald Sullivan, WNAX, KVTV (TV) Sioux City, Iowa; Hulbert Taft Jr., Radio Cincinnati Inc., Cincinnati; Robert H. Temple, KREM-AM-TV Spokane, Wash.; George R. Torge, WBEN-TV Buffalo.

G. Pearson Ward, KTTS-TV Springfield, Mo.; Wilson C. Wearn, WMRC Greenville, S.C.; Gene Wilkey, KMOX-TV St. Louis; Louis Wolfson II, WLOS-AM-TV Asheville, N.C.; Charles C. Woodard Jr., Westinghouse Broadcasting Co., New York.

Lynch letter returned

WMCA New York, which offered a $5,000 reward for information leading to the arrest and conviction of the abductors and murderers of Mack Charles Parker from the Poplarville, Miss., jail (AT DEADLINE, May 4) has received an anonymous letter from Mississippi which accused specific persons of participation in the lynching. The writer said he would not accept a reward. WMCA turned the letter over to the Federal Bureau of Investigation, but when the FBI withdrew from the case, the station requested the letter be returned to the station with only relevant information sent to Mississippi authorities. WMCA feared reprisal against the sender if the letter itself were sent to that state. FBI Director J. Edgar Hoover wired WMCA that the FBI would comply with the request. Until the anonymous letter was received, WMCA had aired hourly announcements to urge listeners to boost its reward fund. WOV New York joined the campaign and approximately $400 was solicited. Two Mississippi newspapers accepted paid advertising of WMCA's reward offer.

Speakers for RTNDA

FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.) have been set as key speakers at the opening sessions of the Radio Television News Directors Assn.'s annual convention in New Orleans next fall.

Sheldon Peterson, news director of WTCN-AM-TV Minneapolis-St. Paul and RTNDA vice president-programs, announced the initial speaking commit-

ments for the convention, at the St. Charles Hotel, Oct. 14-17.

Chairman Doerfer will address the opening banquet session Oct. 14, discussing "The FCC and Broadcast News." Rep. Moss, chairman of the House Government Information Subcommittee, will argue "The Case Against Secrecy in Government" as it affects freedom of information. His appearance has been set for the Oct. 15 agenda.

Broadcast moves trial

A two-minute WSFC Somerset, Ky., interview with an accused murderer has resulted in a change of venue for his trial.

Commonwealth Attorney Russell Jones contends that the station's broadcast of the accused's statement prevents an impartial hearing. Mr. Jones said: "WSFC's local news broadcasts have a very wide audience in this county and, from my investigation, it's my opinion that at least 90% of all persons eligible for jury service have heard . . . this interview."

RAB PLANS RADIO SALES PUSH

Seven projects on agenda to aid stations

Radio sales in the fall of 1959 can emerge as "the biggest in radio's history" if the industry exploits the medium properly, particularly at the national level, Kevin B. Sweeney, president of the Radio Advertising Bureau, told a semi-annual meeting of the RAB Plans Committee.

The prediction followed discussion by the committee of seven research, promotion and sales projects that are on the RAB operational agenda for the next six months. These include:

• Listening habit studies which will describe the habits of various categories of people, including housewives, working wives, teen-agers, working men, white collar employes and others. Data to be included in this research, it was said, will permit, for the first time, the calculation of radio's cumulative audience among various categories in given time periods or in a combination of time periods.

• Print media studies, which will analyze the weaknesses of the various kinds of print media, including an examination of the readership of newspaper ads and the extent to which people pay attention to circulars and "throw-aways."

• An effort to quadruple the output of tapes containing commercials representative of all kinds of local, regional and national advertisers. These will be used by the RAB force as well as member stations in making presentations.

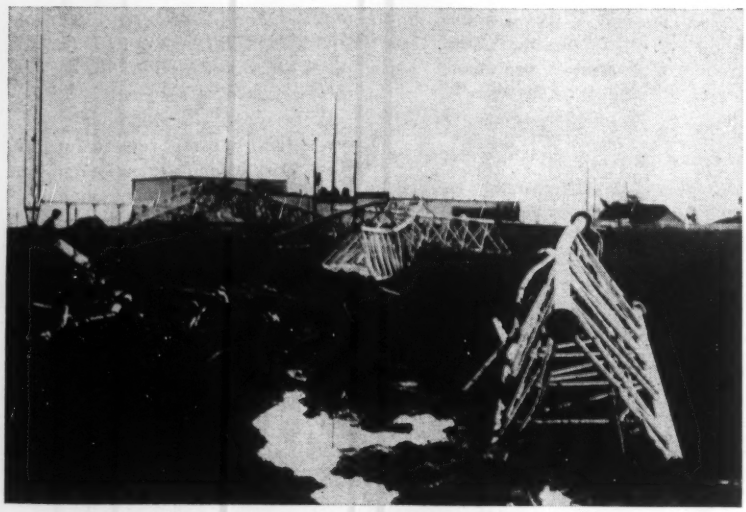
• A drive by the bureau to expand the number of dollars going into co-op radio. RAB has placed on full-time assignment two members of the national sales department, who will try to persuade advertisers to include radio in company co-op plans. The bureau also will update, expand and put into printed form a new version of its Co-Op Book, which currently contains the co-op

Tornado warner becomes twister victim

The May 29 tornado that clipped 420 feet from the 750-foot tower of KAYS Hays, Kan., ironically silenced a station that had just completed an elaborate weather warning system designed to lessen damage to the area from such outbursts of nature.

In fact, at the time the tornado struck (7:05 p.m.) the station's weather staff was keeping tabs on six confirmed tornadoes in the area, airing alert announcements and reporting to the U.S. Weather Bureau on winds of more than 100 mph outside the studio. The 420-foot portion of the tower was thrown 600 feet away and KAYS-TV went off for nearly 47 hours.

Despite the Memorial Day holiday weekend and bad flying weather, standby equipment and technical help was procured from Boston, Newark and Wichita so that KAYS-TV resumed operation with reduced power late Sunday afternoon (May 31). A station spokesman reported that a spot check indicated the station's signal was still reaching all parts of its normal coverage area.

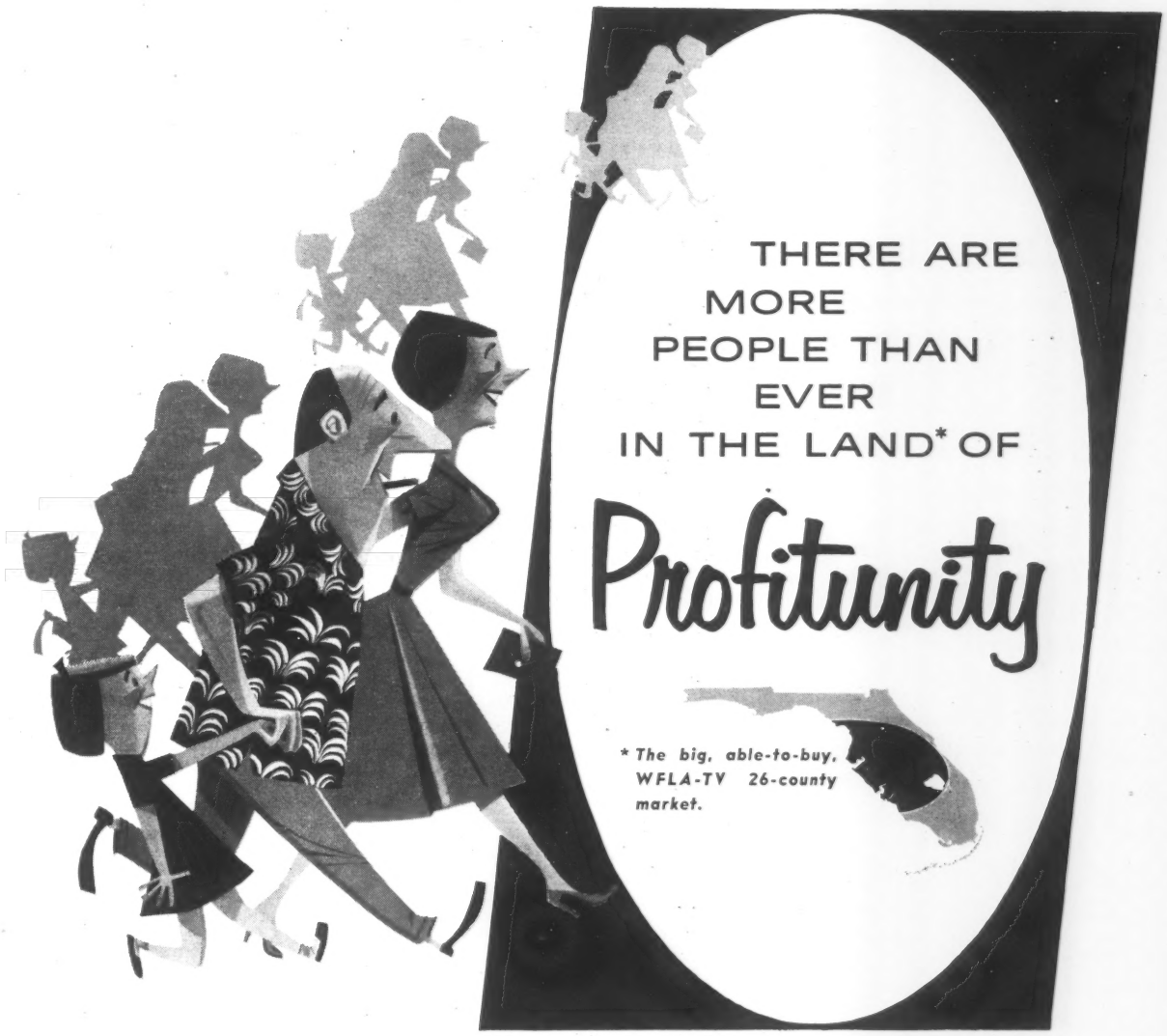


MORNING AFTER AT KAYS-TV'S TRANSMITTER
A pared tower (upper left) and steel fragments everywhere

Located in the tornado "freeway" of Northwest Kansas, where an inordinate number of such storms originate, KAYS-TV for some time now has been perfecting its warning center. This includes a weather advisory structure for official information from the U.S. Weather Bureau in Goodland and Dodge City, Kans., from the state police and state highway departments, and from county and city police (in a 20-county area). In addition, unofficial sources have been established with 18 firms that use radio communications systems and a selected lists of approximately 30 ham radio operators.

At the station, KAYS-TV has set up specific visual slides to be used, according to the gravity of the weather announcements. During the time KAYS-TV was off the air, KAYS continued its usual weather service without interruption.

One other station had a close call with a tornado. WNAX Yankton, S.D., was hit at its transmitter site. Lines to its downtown studio were knocked out. However, service was carried on from the transmitter with less than a minute of lost air time.



WFLA-TV dominates an area of almost incredible growth! In the big eight years, 1950-1958, population in this 26-county sales area has zoomed upward 61%! Retail Sales are up 131% and Food Sales an amazing 146%!

You can cash in on this exciting profit opportunity by spotting your product on WFLA-TV—*your best buy in the Land of Profitunity!*

Write us or call your nearest Blair-TV man for more facts.

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL 8 NBC
TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

schedules of more than 500 national advertisers.

• A new basic presentation for retailers, which is being prepared to spotlight radio's strong points but nevertheless point out the strength and the weaknesses of other media.

• Local advertiser clinics designed to advise these clients on ways to increase the effectiveness of radio advertising.

Mr. Sweeney presided over the meeting of the plans committee. Those in attendance included John Box, the Balaban Stations, St. Louis; F. H. Brinkley, WENE Endicott, N.Y.; Dee Coe, WWCA Gary, Ind.; Robert E. Eastman, Robert E. Eastman & Co., New York; Bert Ferguson, WDIA Memphis; Benedict Gimbel Jr., WIP Philadelphia; Tom Harrell, WSTP Salisbury, N.C.; Robert B. Jones, Jr., WFBR Baltimore; Russell Woodward, Peters, Griffin, Woodward, New York, and Frank Gaither, WSB Atlanta. RAB officials there were Vice Presidents Miles David and Warren Boorom.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KPTV(TV) Portland, Ore.: Sold by George Haggarty to Nafi Corp. for $3¾ million. KPTV(TV) is on ch. 12 and is affiliated with NBC-TV. See separate story p. 68.

• WISK Minneapolis, Minn.: Sold to Crowell-Collier by the Tedesco Brothers for $750,000 ($500,000 cash). Book publishing Crowell-Collier also owns KFWB Los Angeles and KEWB Oakland, both California. Robert Purcell, president and general manager of KFWB Broadcasting Corp. has sold his interest in KEVE Minneapolis (see below). WISK is on 1590 kc with 5 kw, day, and is affiliated with MBS.

• KROY Sacramento, Calif.: Sold by Robert W. Dumm, veteran West Coast broadcaster and former manager of KXOA Sacramento, to John T. Carey Inc. former part owner and sales manager of WIND Chicago, for $420,000 in cash. The sale was handled by Lincoln Dellar & Co. in association with R. C. Crisler & Co. KROY is on 1240 kc with 250 w and is affiliated with CBS.

• WELY Ely, Minn.: Sold to V. T. Hallett and associates by Charles B. Persons for $37,500 plus $137,500 for the Ely Tv Cable Co. community antenna tv system. Mr. Hallett is sales manager of KTRI Sioux City, Iowa. The sale was handled by Blackburn & Co. WELY is on 1450 kc with 250 w.

• KALE Richland, Wash.: Sold to Harold Deutsch, account executive at WINS New York, and L. G. (Sparky) Dix, general manager of KALE, who will continue in that capacity, by KALE Inc. (J. Elroy McCaw, Bob McCaw and Tom Olson) for $150,000. KALE is on 960 kc with 1 kw.

• WLEU Erie, Pa.: Sold to Thomas Bromley and others by L.E.U. Broadcasting Co. (J. Patt Wardlaw, pres.) for $145,500. Mr. Bromley is the managing partner of WESB Bradford, Pa. The sale was handled by Jack Stoll. WLEU is on 1450 kc with 250 w.

• KEVE Minneapolis, Minn.: 50% sold by Robert Purcell, president and general manager of KFWB Los Angeles, to already 50% owner James McKenna, D.C. attorney, for in excess of $100,000. Sale had to be made as part of Crowell-Collier (KFWB) purchase of WISK Minneapolis (see above). KEVE is on 1440 kc with 5kw, day.

• KBBB Borger, Tex.: Sold to radio-tv personality Robert M. (Pappy) Watson and his wife Dixie Dice Watson by R.L. McAlister for $70,000. The sale was handled by Hamilton-Landis & Assoc. KBBB is on 1600 kc with 500 w day.

• KTFS Texarkana, Tex.: Sold to Aircrest Radio Stations Inc. (William McDaniel and Mel Lewis, 50% each) by Robert Bieloh for $67,500. The sale was handled by Blackburn & Co. KTFS is on 1400 kc with 250 w.

• KSFA Nacogdoches, Tex.: Sold to Texas Broadcasting Co. (B.M. Raborn, president) by Nacogdoches Broadcasting Co. (W.C. Fouts, president) for $45,000. The sale was handled by Patt McDonald. KSFA is on 860 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 111).*

• KABQ Albuquerque, N.M.: Sold to Sandia Broadcasting Corp. (Oscar I. Dodek, president) by Duke City Broadcasting Corp. (Edward M. Sleighel) for $275,000 and real estate agreements as well as a consultancy deal with Mr. Sleighel for six years for $50,000 gross. KABQ is on 1350 kc with 5 kw, day, 500 w, night, directional night.

• WKAB Mobile, Ala.: Sold to Radio Mobile Inc. (John C. Smith, president) by Pursley Broadcasting Service Inc. for $250,000 plus agreement that the assignor will not engage in the radio business for five years within 25 miles. WKAB is on 840 kc with 1 kw, day.

CALIFORNIA — **$150,000**

Full time operation in extremely attractive market. Best climate, high income level, diversified economy. Earning good cash flow and growing steadily. Ideal for owner-operator. 29% down, balance over 7 years.

SOUTH — **$135,000**

Profitable fulltimer in a progressive Southern market. Excellent real estate. 29% down.

NORTHWEST — **$125,000**

Profitable kilowatt daytimer on excellent frequency in extremely prosperous and desirable market. Manager will stay. 29% down and balance over 7 years.

PENNSYLVANIA — **$100,000**

Daytimer in single station industrial market. A good owner operator can easily pay this out and can earn a profit. 29% down and up to eight years for payout.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

MORE MAGIC THAN A FLYING CARPET

That's WBAL-Radio and WBAL-TV All Over! Just as Flying Carpets were the talk of the mystic and magic Eastern countries of olden days, WBAL-Radio and WBAL-TV are the talk of the wealthy and modern Eastern States of the U.S.A.

With more magic than a flying carpet ever boasted, WBAL-Radio and WBAL-TV zooms off in all directions at once—being heard and seen by millions of folks who have the money and desire to purchase products and services offered by WBAL-Radio and WBAL-TV sponsors.

To be sure your client's message gets to people faster than a flying carpet, place that message on WBAL-Radio and WBAL-TV . . . Maryland's Best Salesmen, whose magic words for getting results are Perfection, Production and Promotion! **Always the best show in town; always the best buy in town!**

WBAL-RADIO
BALTIMORE 50,000 Watts NBC Affiliate
Nationally represented by H. I. Christal Co., Inc.

WBAL-TV
BALTIMORE Channel 11 NBC Affiliate
Nationally represented by Edward Petry & Co.

WHEN DOES EQUAL TIME END?

CBS seeks FCC ruling on cross-filing

If a political candidate cross-files for nomination in the primaries of both political parties, may he use his dual status to obtain equal time, under Sec. 315 of the Communications Act, to that given his opponents seeking separate Democratic and GOP nominations?

CBS last week asked the FCC to issue a ruling to make it "abundantly clear that Sec. 315 was not designed as a gimmick" to enable a cross-filing candidate to obtain, *ad infinitum*, rights to air time.

CBS made that point in answering a request for an FCC ruling, made by Lar Daly, perennial also-ran candidate for various offices ranging up to the Presidency. CBS said Mayor Richard Daley of Chicago, a candidate for renomination in the Democratic primary last Feb. 24, was given a half-hour on CBS' WBBM-TV Chicago to make his annual report to the people of Chicago. Lar Daly, a candidate for nomination on the Democratic ticket, was given equal time to that given Mayor Daley; whereupon, since Lar Daly was also a candidate for nomination on the GOP ticket, Timothy P. Sheehan (who won the GOP nomination in the Feb. 24 GOP primary), asked for and was given time equal to that given his opponent, Lar Daly.

Lar Daly then requested WBBM-TV to give him equal time to that given Mr. Sheehan and asked for an FCC ruling to this effect.

CBS held last week that under such a ruling, if Mr. Daly were given another half-hour, Mayor Daley could then demand time equal to that given Mr. Daly, Mr. Daly could demand time equal to that given Mayor Daley, and so on, *ad infinitum*.

CBS said this would be a "mockery" of Sec. 315 and that WBBM-TV's action (giving all three a half-hour each) is all the act requires. The interpretation asked by Mr. Daly, CBS said, would increase the uncertainties as to Sec. 315's reach, unduly enlarge the hazards broadcasters face in offering time to candidates for nomination and thus discourage broadcasters from making appropriate use of their facilities. It would lead to such absurd results that broadcasters would find it impossible to afford time when cross-filings are likely, or even possible, CBS said.

Equal time hearings moved to June 18

Senate hearings on four bills which would amend the political equal time provisions of the Communications Act, originally scheduled to begin Friday (June 12), have been rescheduled for June 18, Sen. John Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee, announced last week.

The hearings were moved back one week at the request of the FCC to give it more time to reconsider its February ruling that perennial candidate Lar Daly is entitled to equal time as a result of his opponents for mayor of Chicago having appeared on regularly-scheduled newscasts (BROADCASTING, June 1).

Witnesses on the opening day will be the FCC, Justice Dept. and CBS Inc. President Frank Stanton. The hearings are scheduled tentatively to continue through June 19-25. Additional witnesses expected to testify include Donald McGannon, president of Westinghouse Broadcasting Co.; Harold Fellows, president of NAB; Rep. Glenn Cunningham (R-Neb.), author of an equal time bill in the House; Mr. Daly; Ralph Renick, WTVJ (TV) Miami, president of the Radio-TV News Directors Assn., and James A. Byron, WBAP-AM-TV Ft. Worth, president of Sigma Delta Chi.

The hearing begins 10 a.m. in Room 5110, New Senate Office Bldg.

Justice on Sec. 315: Rogers gives reasons

Attorney General William P. Rogers has justified the Justice Dept.'s intervention in the FCC Lar Daly case—and politely expressed the hope that Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, didn't intend to imply that he or his committee were in favor of the FCC's Sec. 315 decision in the matter.

The Attorney General's letter, released May 30, was in response to a May 25 inquiry from Mr. Harris asking the basis on which the Justice Dept. felt it should recommend that the FCC reverse itself.

The Commission earlier this year, by a 4-3 vote, maintained that Chicago Mayorality candidate independent Lar Daly must be granted equal time on the air because his Democratic and Republican opponents had been shown in tv newsreels in that city. This decision was appealed by CBS and others. It was termed "ridiculous" by President Eisenhower, who asked the Attorney General to study the matter.

Mr. Rogers, repeating the essence

FCC, Congress, and the 600-yard dash

The next time Congress censures the FCC for its large backlog of unprocessed applications, the Commission needs only to point to June 1959 and Congress itself as principal deterrents.

Between today (Monday) and the first week of July, members of the Commission are scheduled to appear before the two congressional Commerce Committees on over 15 work days. On several of the dates, the FCC is scheduled to be in both places at the same time, which leaves Chairman John Doerfer with somewhat of a dilemma.

Also to be considered is that for each hour the Commission spends on the witness stand, several hours of preparation by the staff are required. The June schedule of communications hearings reads like this:

June 8-9: Before the House Commerce Subcommittee's spectrum panel (Comrs. Doerfer and Robert Bartley are scheduled).

June 9: Before the Communications Subcommittee of the Senate Commerce Committee.

June 11: Back to the Senate again before the same subcommittee.

June 16, 23, 24: On the House side again, this time at the beck of the Legislative Oversight Subcommittee (Comrs. Doerfer, Rosel Hyde and several division heads).

June 18-24: Back to the Senate for equal time hearings.

June 30 and into July: In the Senate Office Bldg. again for CATV and vhf booster hearings.

Date undetermined: An "informal" session with members of the Senate Commerce Committee.

Adding to the difficulties on the dual appearance dates are the long 600 yards which separate the Senate and House Office Buildings. Messrs. Doerfer and colleagues, at latest report, had not placed an order for powered roller skates.

this is

strength

THE TAFT STATIONS . . . have their greatest strength in listener and viewer confidence. It is this confidence in Taft Radio and Television Stations—and in Taft-advertised products by the consumer—that is resulting in an ever increasing volume of sales for advertisers using the facilities of The Taft Stations.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

TAFT

the TAFT radio and television stations

WKRC-TV *Cincinnati, O.* · WKRC RADIO and FM · WTVN-TV *Columbus, O.* · WTVN RADIO and FM · WBIR-TV *Knoxville, Tenn.* · WBIR RADIO and FM · WBRC-TV *Birmingham, Ala.* · WBRC RADIO and FM · WKYT-TV* *Lexington, Ky.*

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

of the Justice Dept.'s brief to the FCC (filed May 7), termed the decision a "threat to news coverage of political events by television and radio." He justified the Justice Dept.'s intervention before the FCC by citing legal precedents and decisions permitting this move.

Rep. Harris made a similar inquiry on the subject of the Justice Dept. intervention to FCC Chairman John C. Doerfer. Mr. Doerfer's reply was understood to be in preparation at week's end.

Prosecution maintains barrage in Mack trial

Government attorneys continued their case last week against former FCC Comr. Richard A. Mack and his friend, Miami attorney Thurman A. Whiteside. It was the ninth week of the criminal conspiracy trial in which the two are charged with conspiring to obtain the FCC's 1957 grant of ch. 10 in Miami for Public Service Tv Inc., a subsidiary of National Airlines.

A. Harry Becker, attorney for North Dade Video Inc., one of three losing applicants for ch. 10, testified that Mr. Mack told him before the award that his vote was committed to PST.

Milton Singman, agent-accountant with the FBI, presented charts showing financial transactions between Mr. Whiteside and Mr. Mack while the latter was a member of the FCC.

Government prosecutor J. Frank Cunningham said Thursday (June 4) he intends to call a "few more" witnesses before resting the government's case against the pair.

Federal District Judge Burnita S. Matthews overruled defense objections against entering testimony into the court record which had been made by Mr. Mack before the House Legislative Oversight Subcommittee in 1958. Mr. Mack had testified he had two talks with Mr. Whiteside in August 1955—a month before he became an FCC member—and in early 1956 in which Mr. Whiteside recommended PST for the ch. 10 award. Mr. Mack had also testified that Mr. Whiteside emphasized he had not been retained by PST, that he had not asked Mr. Mack for a pledge of his vote and that he (Mr. Mack) had made no commitments in the case. This testimony was re-enacted by government prosecutors.

Defense counsel Nicholas J. Chase (Mack) and Arthur J. Hilland (Whiteside) also protested against evidence on a $5,000 payment made to Stembler-Shelden Insurance Agency, Miami firm controlled by Mr. Whiteside, by Parker & Co., a New York firm which handles National Airlines insurance. But Judge Matthews ruled in favor of entering this transaction. Evidence indicated Stembler-Shelden 10 days later drew a check for $2,250 to Andar Inc., in which Mr. Mack owned all the stock. Defense counsel held this payment represented Mr. Mack's share of commissions from Stembler-Shelden for business with Pan American Construction Co. and was not connected with the Miami ch. 10 case.

The government holds Mr. Whiteside arranged financial payments to Mr. Mack in return for his vote in the ch. 10 case. The defense holds the financial relationship between the two defendants existed a long time prior to Mr. Mack's tenure on the FCC and was merely a continuation of the same relationship.

Senate okays Hyde in unanimous vote

By a unanimous voice vote the Senate last Thursday (June 4) confirmed the reappointment of government career official Rosel H. Hyde for a third straight seven-year term as an FCC commissioner.

Mr. Hyde's nomination was reported favorably last Tuesday by the Senate Commerce Committee following brief hearings 10 days ago (BROADCASTING, June 1).

The Idaho Republican, whose present term expires June 30, has been a member of the FCC since 1946. He entered government service in 1924 as a clerk in the Civil Service Commission. In 1928 he moved over to the Federal Radio Commission, first as a clerk, then as an attorney. When the FCC was created in 1934, Mr. Hyde remained as an attorney, became assistant general counsel, then general counsel. He was named a commissioner in 1946, and reappointed in 1953.

Mr. Hyde was chairman of the FCC from April 18, 1953 to Oct. 4, 1954.

FCC's COMR. HYDE
Begins third straight term

FCC visits oversight subcommittee June 16

The FCC will make its next appearance before the Legislative Oversight Subcommittee June 16 to discuss four designated problems of the Commission. Also participating will be several industry figures and practicing attorneys.

The five other major regulatory agencies also will appear individually before the subcommittee the same week with general round-up discussions involving all six agencies to be held June 23 and 24. Appearing for the FCC will be Chairman John Doerfer, Comr. Rosel Hyde, Chief Counsel John FitzGerald, Chief Engineer Ed Allen, and Chief Hearing Examiner James Cunningham.

At the request of the subcommittee, the FCC has recommended that the following persons be invited to participate in the panels: William Koplovitz, Percy Russell, Ralph Walker, Leonard Marks, Jeremiah Courtney and Charles Rhyne, all Washington attorneys; John Patt, president of WJR Detroit; James Kennedy, executive vice president and general counsel of American Cable & Radio; William Wendt, general counsel, and William Seward, both Western Union; Vincent Wasilewski, NAB; Ward Quaal, vice president and general manager of WGN-AM-TV Chicago; and E. B. Crosland.

Hugh Hall, Duke U. political science professor, joined the subcommittee staff last week as the 15th man of a planned 16-member staff. Richard Goodwin, aide to U.S. Supreme Court Justice Felix Frankfurter, will move to the subcommittee July 1.

Other professional members of the Oversight Subcommittee staff are Chief Counsel Robert Lishman, Oliver Eastland, Jules Eanet, Stewart Ross, Mary Ramsey and Herman Beasley, all holdovers from 1958; minority counsel John Marshall Stark, Beverly M. Coleman and Charles Howze.

Johnson to speak for Repeater Assn.

Vhf tv booster operators and allied tv broadcasters from seven western states have named Edwin C. Johnson, past governor of Colorado and former chairman of the Senate Commerce Committee, to head their delegation which will testify before a subcommittee of that Senate group starting June 30 on a number of bills on vhf boosters, community antenna tv systems and related matters.

The National Tv Repeater Assn., meeting in Denver May 29, elected Jess Slusser, former chief engineer of KOA-TV Denver, as president. Jim Beamer, secretary of the Tri-State Tv Repeater Assn. (Montana, Wyoming, Idaho), was elected secretary-treasurer of the national group (BROADCASTING, May 25).

Colorado Gov. Steve McNichols told the booster-broadcaster group they had won battles but not the war when the FCC in April rescinded its order which outlawed vhf boosters and later asked Congress for legislation to authorize regulation of boosters, but the governor expressed the opinion the legislation is not really necessary for the FCC to set up vhf booster regulations.

Mr. Johnson said he does not believe the FCC is opposed to vhf boosters (the FCC had recanted its anti-booster order after heavy criticism from Capitol Hill); that "our real opposition is the well-financed CATV organization, fighting us for selfish reasons."

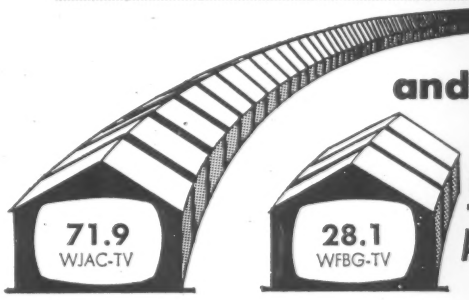
Rex Howell, KREX-TV Grand Junction and satellite KREY-TV Montrose, both Colorado, emphasized the common interest between broadcasters and booster operators. The Senate Commerce Committee's Communications Subcommittee, under Sen. John O. Pastore (D-R.I.), has scheduled hearings beginning June 30 on various vhf booster-CATV bills.

Subcommittee to hear FCC requested bills

The FCC is the only scheduled witness at a hearing tomorrow (Tuesday) by the Communications Subcommittee of the Senate Commerce Committee on five bills amending the Communications. Act. All five measures were introduced by Sen. Warren Magnuson (D-Wash.), chairman of the full committee, at the request of the Commission.

On Thursday (June 11), the subcommittee will conduct hearings on three additional bills, two of which also

The LONG and short of it in the Johnstown-Altoona Area

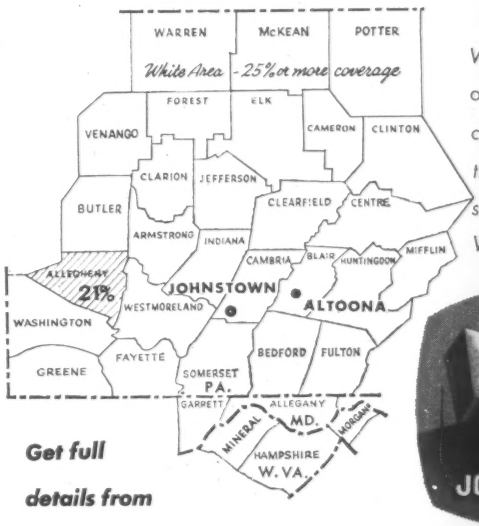


WJAC-TV holds a long, long lead over WFBG-TV, in station share of audience, sign on to sign off, all week long.

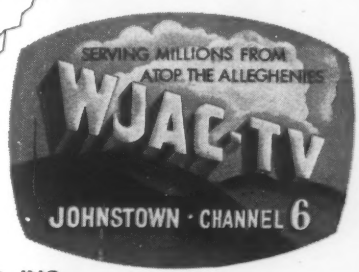
WJAC-TV--71.9
WFBG-TV--28.1

Proof from ARB, November, 1958, that WJAC-TV is far ahead of the competition in its area.

TOP 30 SHOWS ON WJAC-TV
Johnstown-Altoona Trendex, Feb., 1959



With a lead of nearly 3 to 1 over its nearest competitor, it's clear that WJAC-TV is the station viewers prefer. Buy the station more people watch . . . WJAC-TV



Get full details from

HARRINGTON, RIGHTER & PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

were recommended by the FCC and introduced by Sen. Magnuson. Tuesday's session will consider the following bills:

S 1734—would prohibit any person from directly or indirectly making any presentation outside the record to any commissioner or member of FCC staff after case has been set for hearing (current rules limit such presentations by participants in case before hearing examiner only).

S 1735—Would prohibit commissioners from accepting honorariums.

S 1736—Would eliminate the requirement of an oath for certain applications and filings with the Commission.

S 1738—Would redefine duties and functions of the FCC review staff.

S 1740—Would give Commission authority to regulate charges of common carriers for microwave and other point-to-point services, plus the use of wires in chain broadcasting (present authority now covers use of wires only).

Bills to be taken up Thursday:

S 1733—Would eliminate requirement that FCC must send prehearing notice before application is designated for hearing.

S 1737—Would authorize Commission to impose fines for violations of rules in common carrier safety and special service fields.

S 1898 (recommended by the Federal Communications Bar Assn.)—Would amend protest provision of Communications Act to eliminate present procedures that result when grant is made without hearing.

The subcommittee, headed by Sen. John Pastore (D-R.I.), will hold additional hearings beginning June 30 on four bills having to do with CATV and vhf boosters.

Etv subsidy dead for this session

The Communications Subcommittee of the House Commerce Committee last week effectively killed, for the present session of Congress, any chance for passage of several measures allocating $1 million to each state for educational tv.

Action on S 12, already passed by the Senate, and seven similar House bills was deferred until the committee could conduct its own etv field study sometime this fall. Some of the eight subcommittee members were in favor of reporting an etv bill to the full committee but no record vote was taken and the tabling action came on a voice vote.

Rep. Oren Harris (D-Ark.), chairman, said the subcommittee felt that it needs more information on the feasibility of providing federal funds for etv. He said the field study, with congressmen visiting various operating etv stations, would not be conducted until after schools are back in session this fall.

ANTI-TRUST SUIT
Poller dealt setback in case against CBS

CBS Inc. and other defendants won a round last week in a $4.35 million anti-trust suit against them by Lou Poller, permittee of WCAN-TV Milwaukee on ch. 25, when a federal judge ruled favorably on a motion by the defendants for summary judgment, holding Mr. Poller has not made a case that warrants hearing before a jury.

Judge Alexander Holtzoff of the Federal District Court in Washington issued the ruling Wednesday (June 3). Mr. Poller's attorneys said the judge's ruling for CBS will be taken to the U.S. Court of Appeals for the District of Columbia.

Mr. Poller filed the $4.35 million triple damage suit (based on claimed damages of $1.45 million) in September 1956, charging CBS drove him out of business when it bought WOKY (TV) Milwaukee (ch. 19) in 1954, changed its call letters to WXIX (TV) and moved CBS-TV programs to ch. 19. WCAN-TV has left the air but Mr. Poller retains his permit for ch. 25.

He charged that CBS dissuaded Storer Broadcasting Co. from negotiating for a $2 million purchase of WCAN-TV, that CBS assured Mr. Poller WCAN-TV would continue as the CBS Milwaukee outlet, that WCAN-TV on the basis of this assurance contracted to lease new quarters for $500,000 and bought new equipment, that CBS secured an option to buy WOKY and that as a result of CBS's $350,000 purchase of the ch. 19 station, WCAN-TV had to close down.

The Descendants • Mr. Poller's suit was brought against CBS Inc., Bartell Broadcasters Inc. (former owner of the ch. 19 station), CBS-TV, J.L. Van Volkenburg (then president of CBS-TV), H.V. Akerberg (then CBS-TV station relations vice prseident) and Thad Holt, former owner of WAPI, WAFM and WAFM-TV Birmingham, Ala., and now board chairman of WATV Birmingham. Mr. Holt had been charged with acting as a "front" for the CBS purchase of the ch. 19 station.

Mr. Poller arrived at the $1.45 million damage figure by placing a value of $2 million on WCAN-TV and subtracting $500,000 paid to him by CBS for his equipment and studio-transmitter quarters leases. Mr. Poller had in turn received the WOKY equipment, which he valued at $50,000, also subtracted from the damage figure.

When he filed his suit in 1956, Mr. Poller told BROADCASTING that the full impact of the Milwaukee transactions, made in 1954, did not "hit" him until almost a year afterward, and that preliminary work with attorneys took several more months.

CBS and the other defendants moved for summary judgment in September 1957.

CBS closed down WXIX (TV) last March 31, moving its affiliation to WITI-TV Milwaukee, ch. 6 outlet which had been bought some time before by Storer Broadcasting Co. CBS afterward sold the ch. 19 outlet, which has a modified permit for ch. 18, to a firm headed by Gene Posner, also president of WMIL Milwaukee, for $50,000. WXIX is expected to return to the air shortly under its new ownership (CLOSED CIRCUIT, June 1).

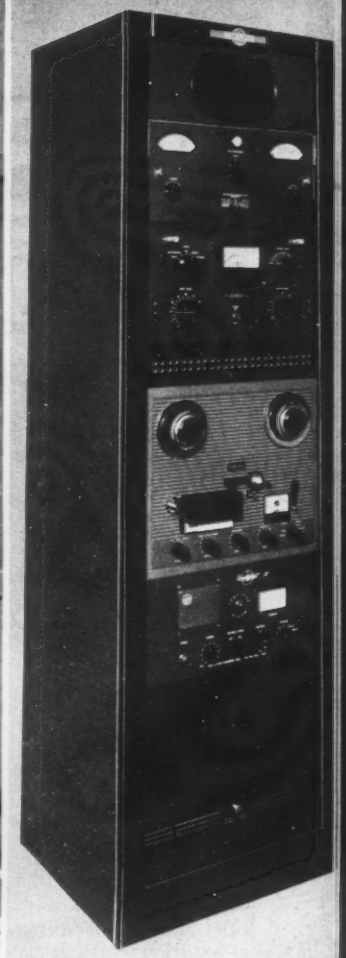
KAKJ (TV) revoked

In a rare move, the FCC last week revoked the construction permit of ch. 4 KAKJ (TV) Reno, Nev.

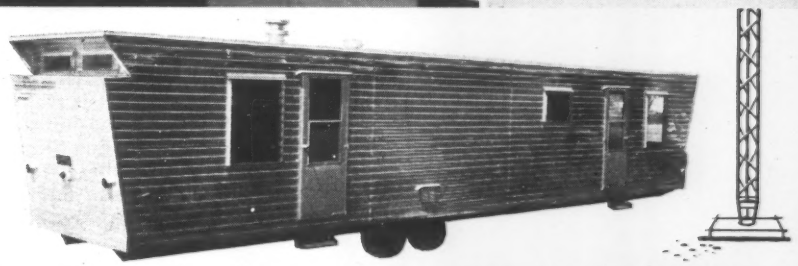
The construction permit for the Reno facility was granted to Nevada Telecasting Corp. in the spring of 1955 but construction has never been completed. The application for the channel showed Robert Fish as the sole owner of Nevada Telecasting although he actually advanced no money at the time for the proposed station and went to Canada prior to the grant. In an initial decision early last year recommending revocation of the KAKJ (TV) permit (BROADCASTING, March 17), FCC Hearing Examiner Herbert Sharfman concluded that "misrepresentation and false statements to the Commission about the ownership, financing and proposed construction" of the station had been made.

Senate okays Kintner

Earl W. Kintner was confirmed by the Senate last Thursday as a member of the Federal Trade Commission, replacing resigned Chairman John W. Gwynne. Mr. Kintner had been general counsel of the FTC. His appointment was favorably reported last Tuesday by the Senate Commerce Committee following brief hearings 10 days ago (BROADCASTING, June 1).



GET ON THE AIR FAST WITH A



COLLINS BROADCAST TRAILER

Once you have your CP, Collins' new Broadcast Trailer puts you on the air with a fully equipped radio station in minimum time. Collins' Broadcast Trailer saves you delay, earns revenue sooner — you start broadcasting and billing instead of waiting for construction. Save on initial installation, have a mobile studio when you move to permanent buildings.

This compact 8 x 40 foot radio station is factory wired and tested — reduces your installation time and cost. It sets up immediately on your site, has a studio, control room, transmitter room, manager's office and rest room facilities. Each station comes complete with Collins equipment, including microphones, control desk and studio console, monitors, two 16 inch turntables, 250, 500 watt or 1 kw transmitter, heating and air conditioning.

Eliminate building delays, get on the air *fast* and economically with a Collins Broadcast Trailer.

For delivery information, price and technical specifications, write your nearest Collins Broadcast representative or Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

WMBD

JUST OUT!

March Pulse Survey

FIRST
IN TOTAL
AUDIENCE!

PLUS MORE ADULT
LISTENERS THAN ANY
OTHER PEORIA
RADIO STATION
6:00 A.M.—12:00 MIDNIGHT
WMBD RADIO DOMINATES
THE PEORIA AREA.

AND FIRST WITH
NATIONAL
ADVERTISERS

70% USE WMBD EXCLUSIVELY
Week of March 16, 1959
44 National Advertisers in Peoria Market
(Scottie Bureau)

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

Dec. launching target for voice satellites

The first of perhaps a dozen experimental communications satellites will be launched in December, it was announced last week by the National Aeronautics & Space Agency.

And, Leonard Jaffe, NASA communications expert, said that the communications satellite—a 100-ft. aluminized balloon—would be used to reflect radio signals between a west coast government installation and a "private" installation on the East Coast. The non-government east coast facility is Bell Telephone Labs.

Mr. Jaffe made his observations at a panel on space communications at the Washington convention of the Armed Forces Communications & Electronics Assn.

In answer to a question regarding cost, Mr. Jaffe foresaw in 1970 a space system handling 21 million telephone calls. If each call were three minutes long, he pointed out, and the present overseas $12 rate for three minutes were applied, the system would earn $252 million for the year—enough he said to justify it.

He also stated that 30 satellites would provide global coverage.

The NASA passive reflectors would be put into orbit after ejection from a rocket, about 1,000 miles above the earth. This would mean, it was pointed out, that a single balloon would be "visible" over the U.S. only some 10-20 minutes a day when its orbit is correct for coast to coast relaying.

Later, it was stated, it is planned to put a passive reflector into orbit at the 22,000 mile point. At this height, the satellite orbits around the earth at the same speed that the earth turns—once every 24 hours. This gives it a "stationary" position over a single point on earth.

Once the balloon is in orbit, it was emphasized, anyone can use its surface as a radio reflector.

WKIS restates its stand on Orlando ch. 9

WKIS Orlando, Fla., last week reiterated its position that the Orlando ch. 9 case should be determined by the U.S. Court of Appeals in Washington—not remanded by that court to the FCC for rehearing.

WKIS asked the full nine-member court to hear arguments, instead of the three members, Judges Charles Fahy, George T. Washington and John A. Danaher. This three-judge panel had remanded the case to the FCC to hold hearings on allegations that WLOF Orlando, which was awarded ch. 9 in 1957, had engaged in *ex parte* activities during adjudication.

The appeals court originally had upheld the grant in May 1958. WKIS appealed to the U.S. Supreme Court, which remanded the case to the appeals court to look into the *ex parte* allegations. (The FCC also asked for return of the case for the same reasons.)

WKIS had countered the FCC request to the court by asking that the court take jurisdiction away from the FCC and refer the case to a "special master" answerable only to the court. Noting this request was turned down by the court, WKIS last week said in its petition for rehearing *en banc* that the Administrative Procedures Act requires the appeals court itself, in remanding a case, to find whether the FCC grant was improper, not let the FCC make such a determination. The Supreme Court itself is not required to make a determination of whether the grant is proper since the law governs only the procedure in setting aside decisions of a government agency, WKIS said.

WKIS charged the appeals court has "taken the line of least resistance and merely remanded the case for the Commission to determine the propriety of its own decision," adding that this procedure is "manifestly inappropriate under the act"; that the fact it has been followed in other cases does not make it proper.

In earlier action, WKIS had indicated it felt the FCC was likely to be prejudiced in favor of its original award of ch. 9 to WLOF. WKIS also charged the FCC refused to give it an opportunity to take part in a preliminary inquiry as to whether a full-scale investigation and rehearing should be held.

Philco asks action on WRCV-AM-TV case

Philco Corp. last week called on the FCC to expedite a court-mandated hearing on Philco's protest of license renewals for RCA-NBC's WRCV-AM-TV Philadelphia. Philco noted its original protest was filed in August 1957, the FCC denied it, the U.S. Court of Appeals reversed the FCC, the U.S. Supreme Court denied *certiorari* and the appeals court issued its mandate for hearing last Feb. 2.

Philco, which had charged RCA and NBC with a course toward monopoly, added that since the protest was filed (1) RCA has been indicted, convicted and fined for violating the criminal provisions of the antitrust laws (2) RCA has recently paid the plaintiff in a private antitrust action against RCA a "very substantial sum" of money; (3) a consent decree has

been entered in a civil suit brought by the government against RCA, directed against patent abuses in the communications field, and (4) RCA has been named as a co-conspirator (but not a defendant) in a government suit charging restraint of trade in radio and tv sets between the U.S. and Canada.

• Government notes

• Hearing on the Beaumont, Tex., ch. 6 case—in and out of courts and FCC hearing rooms for the last five years—is scheduled to begin Thursday (June 11), following denial by the U.S. Court of Appeals, Washington, of a request for *mandamus* by the Enterprise Co. (KRIC Beaumont). KRIC had asked the court to order the FCC to make a finding on the present record of the disputed $55,000 payment by KFDM Beaumont to withdrawing applicant KTRM Beaumont (BROADCASTING, May 25). The ch. 6 grant was made to KFDM in 1954, but KRIC has fought the decision in the FCC and in the courts. The latest round is the result of a remand by the Court of Appeals ordering the FCC to make a finding on the payment to KTRM (BROADCASTING, Feb. 2). The money was loaned to KFDM by W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV Houston) who holds an option to buy 32.5% of KFDM-TV if the grant is made final.

• Suit for $1 million in damages was filed last week by Miami restaurateur Wolfie Cohen against newspaper-radio columnist Drew Pearson, NBC, WCKR Miami and the Federal Savings & Loan Assn. of Miami Beach. Mr. Cohen charged that Mr. Pearson libeled him in a broadcast May 31 by identifying him erroneously as an attorney for alleged underworld figures and the Teamsters Union. The savings & loan bank sponsored the Pearson program on the local station.

• M&M Specialties Inc., New York, which distributes a paint-sprayed sheet of plastic that gives color effects to black and white tv when attached over the screen of a tv set, has signed a consent order with the Federal Trade Commission in which it agrees to stop claiming the product will produce "real-life" color tv. The FTC held the plastic sheet does not give the same visual effect as color tv because objects on the screen are a different color from those on color tv. The agreement does not constitute an admission by M&M that it has violated the law.

• The FCC last week dismissed the application of Western Nebraska Television Inc., for a new tv outlet on ch. 13 in Alliance, Neb. Western Nebraska had petitioned for the dismissal.

Another thriller-diller from WJRT—

"Did I goof, Chief?"
"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

PARAMOUNT PLANS WIRED PAY TV

Balaban sees start next year, says he'll announce details soon

Paramount Pictures Corp. expects to have a wired pay tv system in operation next year.

The prediction was made last week by Paramount President Barney Balaban at an annual stockholders meeting in New York. International Telemeter Co. (a metered cash box toll tv system) is a Paramount division.

Mr. Balaban told stockholders that announcements on the wired system would be made "at appropriate times," adding that they would be forthcoming in "a matter of weeks, I think."

He explained to newsmen after the meeting that Telemeter would be in about 6,000 homes but refused to specify in which areas of the U. S.

Pay Tv Inevitable • Said Mr. Balaban: "I hardly need to reemphasize my oft repeated conviction that some form of pay television is inevitable. The opposition can delay it only temporarily. It cannot be stopped. We plan to move ahead in an orderly fashion establishing pay tv on a sound basis."

Mr. Balaban also got off a few words about Paramount's disposition of its post-1948 feature library. In any such consideration, he warned, "there is the ever alluring potential of pay television" and in the next two years "we should know a great deal more about pay television."

At that time, he said, Paramount would have a "much better basis upon which to evaluate" the post-1948 library.

Mr. Balaban said he thought the supply of pre-1948 film on tv will last for another two or three years "or possibly longer" and thus it's "premature" for Paramount to seriously consider disposing of the post-1948 product to tv at this time. He also qualified the rate of feature film consumption on tv by noting that in a few multiple-station markets "the play-off is necessarily much faster."

Return on Library • And, he observed, as the supply of pre-1948 product diminishes, the higher the value of the post-1948 library. Paramount, which was the last of the majors to dispose of its pre-1948 inventory, already has realized a return. MCA, which is distributing the Paramount pre-1948 library to tv, has grossed some $50 million in sales from which Paramount by May 25 had been able to cover the $35 million guaranteed and payable by MCA over a period of years beginning in 1960. It was hinted also that MCA will reach the $75 million payable over several years in "phase two" of the initial Paramount-MCA agreement.

A stockholder question during the meeting as to the current value of the post-1948 library drew a blank from Mr. Balaban, who indicated there was no known method for determining it.

Just a few weeks before the stockholders meeting, Mr. Balaban in Paramount's annual report (BROADCASTING, May 4) had indicated that the more commercial tv draws fire from its critics, the easier the Path would become toward public acceptance of pay television.

Telemeter officials questioned after the meeting acknowledged that the firm had access to program sources but would not identify them. Headquarters of Telemeter will be moved from Los Angeles to New York within two months.

Durgin outlines NBC-TV color plans

Coincident with Admiral Corp.'s announcement that it's headed for color tv production (see page 104), NBC-TV gave renewed evidence of its determination to give the viewer color programs to watch. Don Durgin, vice president for network sales, told the RCA distributors convention in Chicago Friday (June 5) that the network's 1959-60 season would continue its policy of offering "seven-days-a-week programming of unprecedented depth and diversity."

In the fourth quarter of 1959, for example, Mr. Durgin said NBC-TV will have 250 hours of color programming — a 30% increase over 1958's fourth quarter. And the network will expand facilities, too: It's converting its eighth and ninth color studios in Burbank, Calif., at a cost of $1 million (giving the network four color studios there, five in New York), and building a second color mobile unit for $300,000 to handle an expanded sports schedule.

Pointing to the growth in NBC-TV color programming since 1954, Mr. Durgin noted there were 68 hours of color that year, 668 in 1958. He didn't add up his 1959-60 projection except to say "1959 is going to be even better."

Barter comes out of hiding at SG

Barter, which is a practice that many tv film companies and agencies would not discuss openly in the past, apparently is gaining acceptance and going above board. Screen Gems Inc., New York, one of the leading tv film producers - distributors, last week announced the formation of a subsidiary, Telescreen Advertising Inc., New York, which will acquire time from stations by the exchange of various tv film properties out of the Screen Gems catalogue.

Though SG's announcement did not use the term "barter," this is precisely the type of operations that Telescreen Advertising will handle. Though many companies operated with barter in the past, few made public announcements. A noteworthy exception: Matty Fox's various distribution companies.

Directing the activities of Telescreen Advertising will be Charles Weigert and Sidney Barbet, both of whom have had experience in trading film for time. Since Sept. 1957, they have been the heads of Regal Adv., New York, an organization set up to handle barter transactions largely for Exquisite Form Brassieres Inc., New York. Previously, Mr. Weigert had been associated with Paul Venze Assoc., Baltimore, house agency for Charles Antell & Co., and Mr. Barbet with Antell. At that time, both were active in arranging barter agreements for Antell.

Screen Gems did not announce the specific properties that will be made available to stations on an exchange basis. It is expected to consist mainly of re-run product, both half-hour series and feature films. These properties will no longer be for sale on a straight cash basis, according to SG President Ralph M. Cohn, but will be available only for a line of credit, exchangeable for spot time. These time periods subsequently will be made available to advertisers by SG's subsidiary.

ESSO RESEARCH works wonders with oil

Now tires of Butyl "hush" your ride

Screech-free, quiet as a kitten on the sharpest turn. That's the new Butyl tire. Developed by Esso Research, this miracle rubber outperforms other tire materials. Tires of Butyl stop faster on wet roads than others do on dry. They age better – won't crack – absorb thumps and bumps, cushioning the road as nothing else will. Available now, they're another example of how **ESSO RESEARCH** *works wonders with oil.*

Esso

Record plug films establish new fees

Tele-Records Services, Hollywood, has completed negotiations with Screen Actors Guild and American Federation of Musicians for payment of fees covering 16mm film clips in which popular recording stars are shown singing their latest releases (lip-sync to original record) (BROADCASTING, Feb. 16). TRS is paid by the record firms, distributes the clips to tv stations at no charge.

Arrangement with SAG calls for a single payment of $130 to each artist, who probably works from two to four hours in making the film, TRS President Alan Lane said Tuesday (June 1). Musicians, who do not perform any extra service for the films but whose original performance is re-recorded on the films, will receive the following fees: leader, $20; contractor, $20; arranger, $25; orchestrator, $20; coypist, $10, and sideman, $10. These fees represent approximately 20% of the base rate for a recording session.

The AFM agreement was announced jointly by Mr. Lane and Herman Tranchitella, president, AFM Local 47 (Hollywood), in a statement that estimated that over $50,000 will be paid to musicians during the first year of Tele-Records operations and substantially larger sums in subsequent years.

TRS offers its films to tv stations without charge, chiefly for use on afternoon disc jockey programs which a check shows are telecast by some 250 tv stations, Mr. Lane said. The service is offered to the producers of phonograph records as a promotional service for their new discs at a flat price of $1,200 for 100 stations, $1,800 for 200 stations, TRS to make the films and the prints and handle the distribution. The record companies also pay the fees to the singers and musicians. The tv stations receive the films without cost, but in exchange for the service they agree not to use them before the release date set by the record company, not to use them after the cut-off date, to return them to TRS and to provide proof of performance on request.

New news service opens in Washington

Deadline Washington Inc. has been formed as successor to Laurence News Service with Joseph Phipps as president of the new organization. Laurence provided approximately 30 stations clients with direct news reports from Washington, D.C.

An announcement stated that Mr. Phipps has resigned as news and editorial director of WWDC Washington to assume the new duties. WWDC won a 1959 National Headliners Club award for its editorials. Jock Laurence, head of Laurence News Service, will remain with the new organization.

ON THE AIR TONIGHT

Here are the next 10 days of network color shows (all times are EDT):

On NBC-TV

June 8-12, 15-17 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

June 8-12, 15-17 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

June 8, 15 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

June 9, 16 (8:30-9 p.m.) **Jimmie Rodgers**, Liggett & Myers through McCann-Erickson.

June 10, 17 (8:30-9 p.m.) **Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 10, 17 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

June 11 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

June 11 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

June 12 (7:30-8 p.m.) **Northwest Passage**, sustaining.

June 12 (8-9 p.m.) **Ellery Queen**, Gulf Oil through Young & Rubicam and Burgermeister Brewing Corp. through BBDO.

June 13 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

June 13 (10:30-11 a.m.) **Ruff & Reddy**, Bordens through Benton & Bowles and Mars through Knox-Reeves.

June 13 (8-9 p.m.) **Perry Presents Tony Bennett & Teresa Brewer**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

June 14 (7-7:30 p.m.) **Midwestern Hayride**, Local, co-operative sponsorship.

June 14 (9-10 p.m.) **Chevy Show**, Chevrolet through Campbell-Ewald.

WTMJ wins AP award

First place in the Associated Press Radio & Tv Assn.'s 1958 awards for cooperation in news exchange was won by WTMJ Milwaukee, it was announced Thursday (May 28) by Daniel W. Kops, president of APRTA. Second and third place awards went to KAKC Tulsa, Okla., and KVOE Emporia, Kan., respectively.

WTMJ was cited for both quality and quantity (380) of news reports it filed last year, while KAKC took second for supplying the most stories (453). KVOE won for its coverage of the El Dorado, Kan., tornado, which AP said gave it a 44-minute beat over other services.

CBS gets Sid Caesar

Veteran tv entertainer Sid Caesar has been signed to a long-term exclusive contract with CBS-TV, it was announced Friday (June 5) by Louis G. Cowan, president of CBS-TV. Mr. Caesar has not previously appeared on that network.

Under terms of the contract Mr. Caesar will star in a series of one-hour comedy specials, the first to be on the Oct. 21 *U.S. Steel Hour*. The Caesar specials will be produced by his own company, Shellrick Corp., with Hal Janis as executive producer. Mr. Caesar reported that Audrey Meadows has been signed as a regular performer in the series.

It's back to 'School'

Ding Dong School with Dr. Frances Horwich as teacher will return to the air in September in some 75 markets as a result of a contract signed last week between the production firm of H. G. Saperstein & Assoc., Hollywood, and Paramount Television Productions-KTLA(TV) Los Angeles. The contract, which calls for 130 half-hour programs for nationwide fall release, comprises the largest single video tape deal ever signed, according to Independent Television Corp., New York, distributor of the series (CLOSED CIRCUIT, May 18).

Ding Dong production is slated to start this month at Paramount studios in Hollywood. The award-winning series originally started locally in Chicago in 1952. ITC reports the new contract involves the largest amount of tape in footage to be used, the largest number of productions involved in a single contract and the most time on the air when the series is launched in September. KTLA will present the series Monday through Friday for a 52-week period starting in September, according to ITC.

• Program notes

• Elliot-Unger-Elliot, commercial production division of Screen Gems Inc., New York, announces the installation of a second Ampex Videotape unit. With the addition also of new 35 mm kinescope recording equipment, EUE reports that commercials produced on tape can be recorded on kine in order to supply film prints as well as tape of the same commercial.

• In its first tv sports syndication venture, United Press International will distribute taped telecasts of Notre Dame's 10 football games this fall. The package will be produced by Newspix Inc., subsidiary of Bert L. Coleman Assoc., New York. Sports Network Inc., New York, will provide transmission and network facilities for the telecasts which are to be carried over a minimum of 115 stations.

• Veronica Lake will narrate *News in Fashion*, film series coming from Monarch Productions Corp., New York, in the fall. In what is said to be the actress' first major tv project, plans call for filming just before air date of each installment in order to keep up with new fashion developments.

• *Felix the Cat* will be on view at the

American National Exhibit in Moscow starting July 25. The episodes to be telecast continuously over RCA-NBC facilities at the exhibition are part of a new *Felix* series being produced by Trans-Lux Television Corp., New York.

• ABC Films Inc., New York, will distribute *Congressional Investigator*, to be produced by Howard-Wolper Productions Inc., Hollywood. The 39 half hours are to be based on material from a number of congressional investigations, which are under research by associate producer Harvey Bernhard. This is the first joint venture of Sandy Howard and Dave Wolper, longtime tv producers and packagers.

• California National Productions, New York, reports the following new sales of its *Danger Is My Business* tv series in color and in black and white: WSB-TV Atlanta, WTVU (TV) San Francisco and to the Kroger Co., via Campbell-Mithun for KSD-TV St. Louis, all in color. Others are WTOC-TV Savannah, Ga.; KTVE (TV) El Dorado, Ark.; WLBZ-TV Bangor, Me.; KRBC-TV Abilene, Tex.; KFBB-TV Great Falls, Mont.; WGR-TV Buffalo, N.Y.; KEYT (TV) Santa Barbara, Calif., and WHYN-TV Springfield, Mass.

• Jay Emmett Assoc. New York, has been signed by General Artists Corp. there as exclusive merchandising representative for *The Many Loves of Dobie Gillis*, which debuts on CBS-TV in September.

• Trans-Lux Television Corp., New York, announces the release for syndication of *Animal Parade*, 26 quarter-hour wild life films. Trans-Lux's *Encyclopaedia Britannica* library of short subject films is now in some 60 markets, latest buyer being WNEW-TV New York. Renewing *Britannica* is WKBT-TV La Crosse, Wis.

• MCA-TV, New York, reports sale of the Paramount pre-1948 features to KTVH (TV) Hutchinson, Kan.; WAPI-TV Birmingham, Ala., and WTPA-TV Harrisburg, Pa., bringing total number of markets covered to 54.

• Banner Films, New York, has obtained distribution rights from radio & tv packagers there for *Cartoon Classics* and *Jungle*. *Classics* consists of 208 five-and-one-quarter-minute animated cliff hanger episodes, 104 of which are going into distribution for the first time. *Jungle*, which has had prior circulation, is composed of 52 15-minute episodes.

• *The Attacked Talk Back*, a series of half-hour tapes, is available from Charles Garland, 1706 Commonwealth Ave., Alexandria, Va. Telephone: Temple 6-4652.

anyone for statistics?

Let's face it—we're in a business where statistics flow like . . . er, water.

Since this is the case, here are a few for your consideration:

In the morning, WBT's audience lead over its nearest competitor is 92%.*

In the afternoon, WBT's audience lead over its nearest competitor is 69%.*

At night, WBT's audience lead over its nearest competitor is 123%.*

Three mighty good reasons for placing your next schedule on WBT—the station that creates the nation's 24th largest radio market. Call CBS Radio Spot Sales for availabilities.

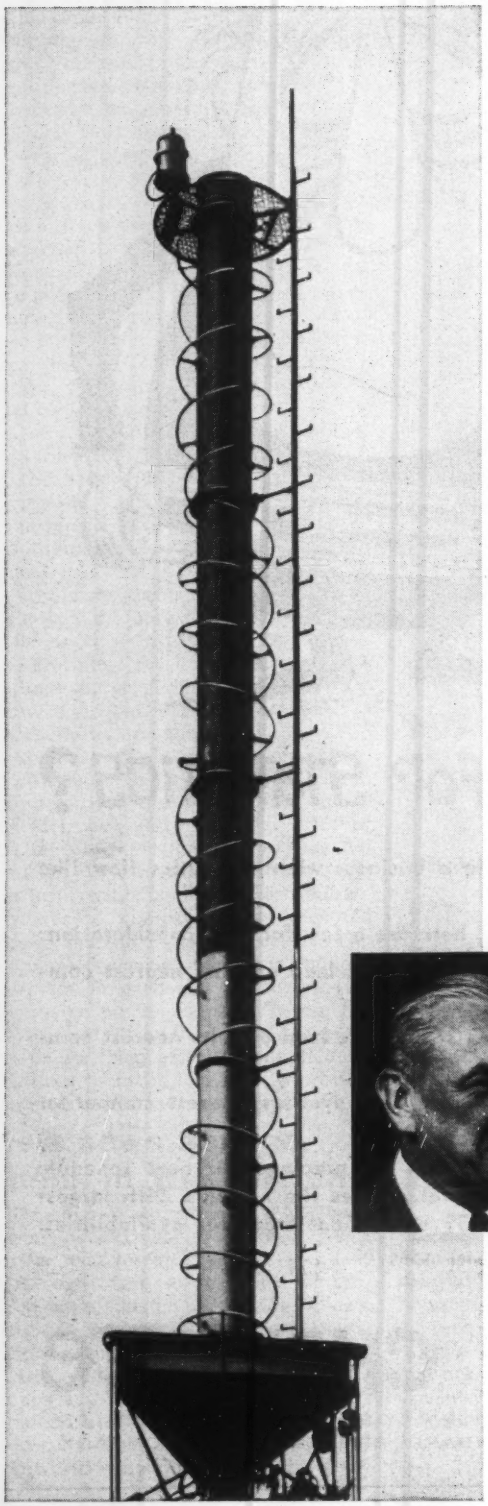
*Pulse 25 county area March 1959

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

STATIONS PRAISE GENERAL

"Saved cost..."



WIIC, Ch. 11, Pittsburgh
"Our transmitter dumps 100 KW into the antenna . . . this input power is no problem for our VHF helical and our signal blankets the Tri-State Area right up to the base of our tower."

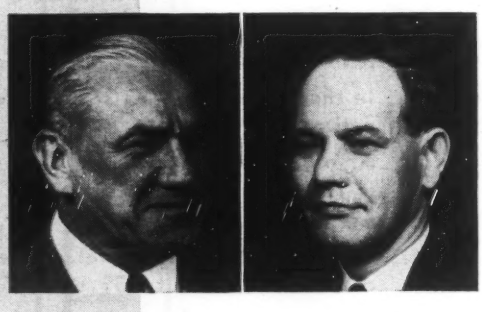
Robert Mortensen,
General Manager

WQED, Ch. 13, Pittsburgh
"Simple power division of our sectionalized VHF helical antenna puts our signal in close to our downtown antenna site too . . . a G-E UHF helical antenna for our second educational channel (WQEX) rides piggyback atop the VHF helical — saved cost of another tower."

Edward Horstman,
Director of Engineering

WTEN, Ch. 10, Albany, N. Y.
"Charlie Heisler, our chief engineer, and I are delighted with the performance of the VHF helical. We went on air Dec. 1, 1957, and the only complaint I have heard to date is from the poor fellow who has to climb 1400 feet to change the beacon light."

Tom Murphy,
General Manager



WAST, Ch. 13, Albany, N. Y.
"Extensive field strength tests (and our mail) show that we're putting a good signal where we want it, and that we're meeting FCC requirements to a tee."

W. G. Riple, General Manager
Elmer Snow, Chief Engineer

WJMR-TV, New Orleans, La.
"We've been simulcasting on experimental station KK2XFW, Ch. 12, since September, 1957. Our VHF helical has performed perfectly, both directionally and non-directionally. We've had no pattern variations caused by weather, and no maintenance problems."

George Mayorall,
General Manager & Chief Engineer

ELECTRIC VHF HELICAL ANTENNA

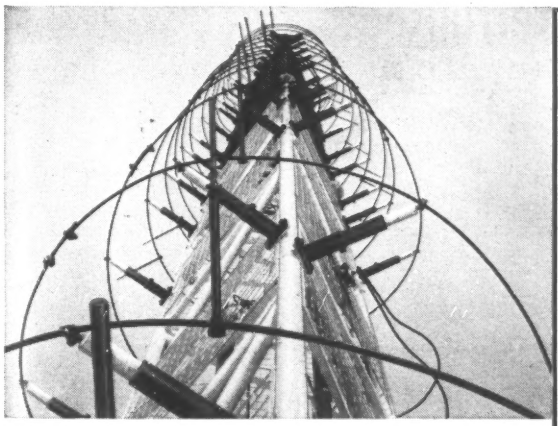
"Delighted"... "Good signal"... "No problems"

STRONGER, SIMPLER, GIVES BETTER RECEPTION IN DIFFICULT AREAS

90% Fewer Components, Easier to Maintain The helical antenna is simpler in design than any other type. Gain for gain, it has 90 percent fewer junctions, feed points and other connections. Transmission lines are *inside* the mast, completely protected from weather and shielded from the RF field. The helical antenna withstands winds up to 112 miles per hour, while its superior rigidity prevents pattern fluctuations. The radiating helix doubles as its own de-icer.

Greater gain, custom coverage General Electric helicals are available with power gains of up to 25. Horizontal field patterns can be directionalized by means of simple tuning stubs on the helix. Power division and phasing between sections provide desired null fill-in. Antenna experts at Electronics Park will work with your consultant for the best coverage patterns.

The helical antenna has been proved in use by TV stations in every section of the country. For further information, contact your nearest G-E Broadcast Equipment representative, or write Broadcasting Equipment, General Electric Company, Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Co., Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Outside the U. S. A. and Canada: International General Electric Co., Inc., 150 E. 42nd St., New York, N. Y.

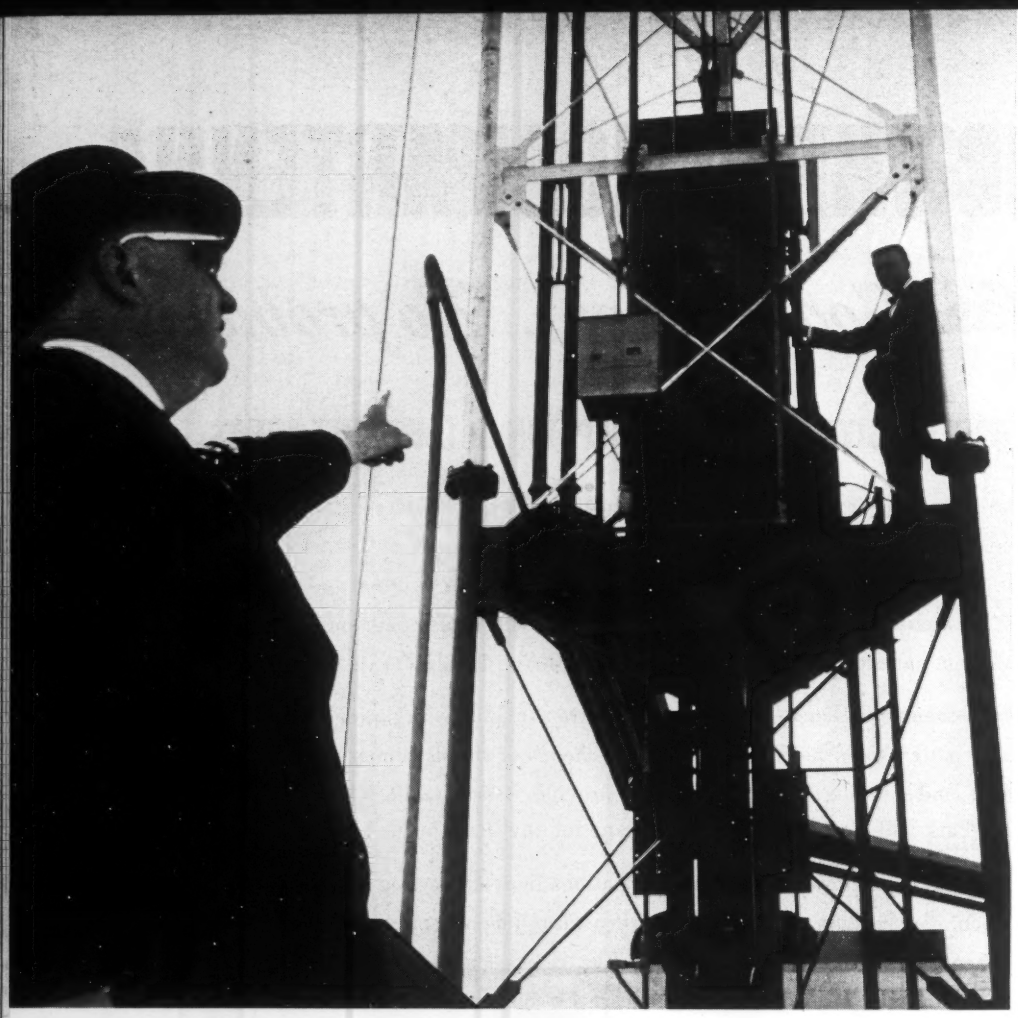


NEW—VHF LOW-CHANNEL WRAP AROUND HELICAL
All the advantages of standard helicals but utilizes tower structure as mast. Stations now using include WKTV, Ch. 2, Utica, N. Y., and KVIE, Ch. 6, Sacramento.

Outstanding Advantages of the G-E VHF Helical

- Fewer feed points and feed lines greatly reduce air leak and coupling problems.
- Another antenna can be "piggy-backed" on the helical, permitting two or more stations to use the same tower.
- Feed lines inside mast protected from weather and shielded from RF field.
- Helical can be readily sectionalized for emergency operation.
- Choice of self-diplexing dual-line feed or diplexed single-line feed.
- Has no separate heating elements for de-icing; using helix as own de-icer takes less power.
- No feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity.
- Structurally rigid; resists shifting of feed lines, eliminates pattern fluctuations in winds.

GENERAL ELECTRIC



Last-minute check between Executive V. P. Bretherton (left) and Chief Engineer Holmes (standing on elevator landing) before a technician starts his ride up the tower.

"This Dresser-Ideco tower elevator helps WTOL-TV assure advertisers of uninterrupted service"

reports Thomas S. Bretherton, WTOL-TV General Manager and Executive Vice-President

"We wanted this Dresser-Ideco tower elevator for the same reason we insisted on top quality equipment at the transmitter," says Tom Bretherton of Toledo's WTOL-TV. "It's the best way to assure our advertisers uninterrupted service."

Chief Engineer Hal Holmes adds, "The elevator makes routine maintenance easier and faster. It simplifies repair work and speeds it up. A technician would need at least 1½ hours to climb our 1046′ tower. The elevator gets him up to the antenna in a matter of minutes — fresh, ready for work. It saves time and labor, makes it much safer for technicians to keep the tower and its equipment in top condition."

The electronically-controlled elevator is Dresser-Ideco's latest significant advancement in television transmitting towers. Bretherton emphasizes, "The elevator was one of the features which impressed us when we discussed the tower with Dresser-Ideco. It's certainly an important and useful accessory for any tall tower."

Completely safe, Dresser-Ideco elevators are easy to operate and maintain. Just one switch moves the car up and down, stops it anywhere on the tower. The system is fully protected by automatic safety devices. And Dresser-Ideco's radio control system eliminates tower wiring circuits, simplifies installation and maintenance.

When you start planning a new tall tower, plan the tower **and** its elevator with Dresser-Ideco. And send now for Elevator Bulletin T-2.

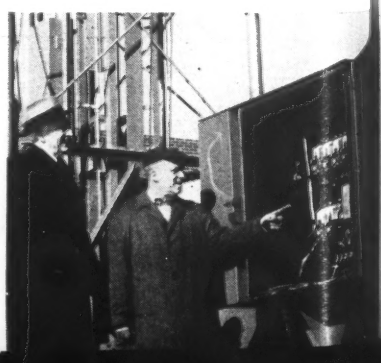
Patents are pending on the Dresser-Ideco tower elevator.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

DRESSER IDECO — ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-92
875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 So. Vermont Ave., Los Angeles 44, California



Chief Engineer Holmes explains tower switch box to the boss. Frazier Reams (left), President, Community Broadcasting Co., says, "When we received the go-ahead to put WTOL-TV on the air, we chose Dresser-Ideco to build TNT . . . Toledo's New Tower. We are most happy with that decision. For one thing, there's no need to worry about our men climbing 1046′ hand over hand. They'll take the elevator . . . Toledo's most spectacular ride, and one of the safest."

LEISURELY figure in foreground is Al (Jazzbo) Collins, WNEW New York

COMPELLING DISTRACTION for d.j.s was Americana pool and terrace, of which tiny part is shown above. Carlton Records kept bar open at poolside.

FUN IN THE MIAMI SUN

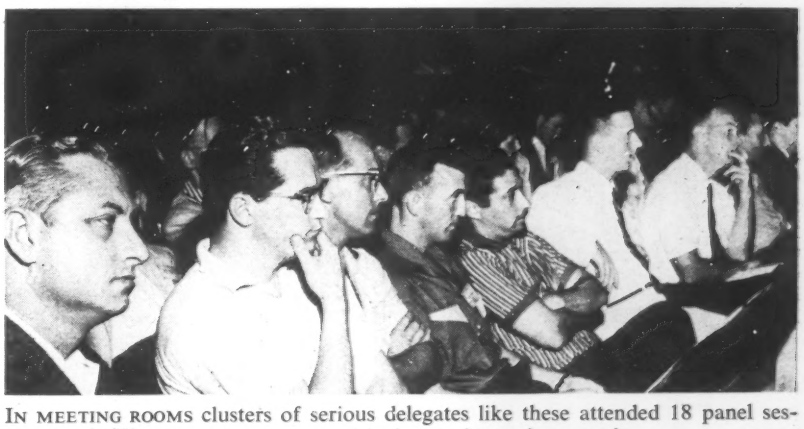
D.j.s live it up but do some business too

Some 3,000 disc jockeys, station executives, record company salesmen and talent sunned, swam, swizzle-sticked and business-sessioned their way through the Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention at the Americana Hotel in Miami Beach May 29-31. They learned just how much they are under the public microscope—especially when reporters and photograpers also were on hand from print media which have been losing ad dollars to radio-tv (see page 96).

Sixty experts on 18 major panels, discussing topics of concern to radio during two full days of business sessions (for details, see BROADCASTING, June 1), constituted a serious balance to the convention. But by first impressions the panels were obscured by the natural lures of the environment, aided by record companies' hospitality suites which seldom closed.

A collective tab of more than $600,000 was estimated to have been spent for the weekend by delegates, stations and record companies. The Storz Stations, once again the convention host, expects a $55,000 bill. The record firms spent an estimated $200,000, covering in part such big events as the poolside cocktail parties by Mercury Records and Liberty Records, breakfasts by United Artists Records and Altantic Records, lunches by RCA Victor and Columbia, a stereo recording party by Capitol, a banquet by Dot and an all-night breakfast-dance by Roulette. One record firm (not a major label) flew a reported 80 disc jockeys to Havana for a day, helping to lessen attendance at some of the business sessions.

If there is a third annual disc jockey meeting next year—and if Todd Storz has anything to do with it—"it will be a very austere meeting, held in some relatively small midwestern city which is easily reached." Not that there wouldn't be "a reasonable amount of fun," he added, "but the emphasis would be on the business meetings."



IN MEETING ROOMS clusters of serious delegates like these attended 18 panel sessions at which 60 speakers appeared in jammed two-day agenda.

CONTINUED

UNITED ARTISTS' CONNIE RUSSELL

ABC-PARAMOUNT'S LLOYD PRICE

WHAT MAKES RECORDS SPIN

Disc jockeys at the Miami convention saw in the flesh a vast collection of the stars whose hit records they had been playing. It was the biggest, longest, gaudiest show ever staged at a broadcasting meeting. It began at 7:30 Saturday night, ended at 6:30 Sunday morning. Guests were fed a banquet, a barbeque and breakfast, washed down by bourbon and scotch. At 1:30 a.m. floor space was cleared, and the 26-piece Count Basie band played for dancing, with occasional breaks for more name acts. Several stars never did get on; time ran out on them. At the banquet Martin Block, WABC New York, 25 years a d.j., presented the first annual Martin Block award to Dick Martin, WWL New Orleans. Mitch Miller (lower right) was not on Saturday show; he led "sing-along" at poolside party for d.j.s Friday night.

MGM'S CONNIE FRANCIS

CAPITOL'S PEGGY LEE

CAPITOL'S GEORGE SHEARING

COLUMBIA'S MITCH MILLER

DOT'S PAT BOONE

COLUMBIA'S VIC DAMONE

COLUMBIA'S JOHNNY HORTON

COLUMBIA'S KIRBY STONE FOUR

ROULETTE'S COUNT BASIE

MERCURY'S PATTI PAGE

FAVORED DELEGATES, like Martin Block, pioneer d.j., were flown from airport to hotel by helicopter.

A MOVE TO ORGANIZE

Renewed attempts were made during the convention to organize a national disc jockey association. At the close of the first day's business sessions, more than 10 hours after delegates first had been seated for a breakfast meeting, open discussion found the few surviving disc jockeys were somewhat skeptical. They recalled past failures in that direction. Record representatives at the session offered cooperation in the form of loans, gifts or assessments, but wanted the d.j.'s to act on their own. Some of the jockeys favoring eventual organization in some cases felt the time still premature. Strong proponent of organization was Bill Gavin, San Francisco, an independent radio programming consultant serving such clients as McCann-Erickson and Lucky Lager.

The shuddering thud of negative publicity was heard early Sunday morning when an edition of the the *Miami Daily News* arrived at the all-night dance. There were cries for an emergency meeting that same morning to organize in defense of attacks on the public image of the disc jockey. The emergency meeting later was called off.

National publicity of the same tenor as the local story was carried in the June 8 edition of *Time* under the headline, "Disc jockeys, the big payola." *Time* said: "If the pampered jades of Asia had turned up in Miami Beach last week they might have melted with envy. One of the most pampered trades in the U.S.—the disc jockeys—had come to town . . . and Big Daddy, in the shape of the U.S. record companies, was there to take care of them. . . . Squads of local beach girls in Bikinis were relieved by company-strength detachments flown in from New York . . . the lordly jocks drifted from back-slapper to back-slapper, soaked up booze. . . . and everywhere a d.j. went, record company promoters kept telling him: 'Without you we're dead, boy'."

Record interests pushing for a one-minute record, which could bring the nickel slot back to the jukebox, found their cause was not well received at the convention. At a panel session on the one-minute record, disc jockeys in the room by a hand vote showed 10-to-1 that they opposed the idea on grounds it would promote more commercialism and provide no entertainment. Panelists were Sol Taishoff, editor and publisher of BROADCASTING, who opposed the plan, and Norman Orleck of *Cash Box*, who favored it.

As the last strains of music wafted down lanai suite hallways and weary delegates packed to catch Sunday planes and trains, Bill Stewart too made news. As the Storz Stations national program director, he had spent six months fulltime as convention planner and coordinator. Then the word leaked out: he had resigned.

WDAE TAMPA d.j.s Pat Chamburs and Bob Hoffer went strolling with feathered model.

COORDINATOR of convention was Bill Stewart (right), national program director of Storz Stations, which sponsored meeting. He spent months on arrangements.

STARS WELCOMED interviews. Here Patti Page talks to Bob (Coffeehead) Larsen, WRIT Milwaukee, Don Keyes, McLendon Stations, Dallas, and Gene Edwards, WROW Albany.

FATES & FORTUNES

Advertisers

• REYNOLDS GIRDLER, pr and advertising director, Sinclair Oil Corp., N.Y., elected vp.

• THEODORE BRAUDE, formerly advertising and sales promotion manager of Hazel Bishop Co., N.Y., to advertising manager of Lanolin Plus (cosmetics), Chicago.

• JACK D. BEHR, news editor of Spotlight News, commercial tv newsreel company, appointed director of advertising and public relations, technical products division, Packard Bell Electronics Corp., L.A. He succeeds DAVID M. KNOX, promoted to director of public relations for corporation.

• JACK D. EWAN, midwest regional public relations manager of General Electric Co. in Chicago, joins Motorola Inc., that city, as public relations director. He had been associated with GE in public relations, advertising and sales promotion activities since 1948.

• LARRY SMITH is not joining Hoffman Electronics Corp., L.A., as advertising director for its Consumer Products Div. as announced last week (BROADCASTING, June 1). Mr. Smith, who resigned as general manager of KDUO (FM) Riverside, Calif., to accept Hoffman post, said his future plans are undetermined.

• DONALD C. POWER, chairman of board and chief executive officer, General Telephone & Electronics Corp., N.Y., named "business executive of the year" at 24th annual International Distribution Congress of National Sales Executives-International.

• LEONARD C. TRUESDELL, executive vp, marketing, of Zenith Radio Corp., chosen "sales executive of the year" by National Sales Executives-International. He was cited for "unusual ability in selling quality over price" with tv receivers and for helping Zenith in 1958 increase its "share of the total industry radio receiver business almost 25% over 1957."

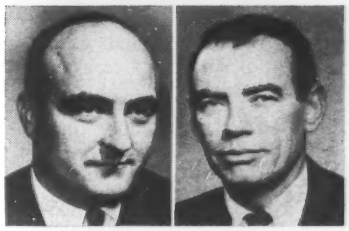
Agencies

• JAMES G. LAMB, board chairman of Arndt, Preston, Chapin, Lamb & Keen, Phila., to become chairman of newly-created executive committee, effective July 1. JOHN F. ARNDT, president, succeeds Mr. Lamb as board chairman while KENNARD G. KEEN JR. becomes president.

• LOUIS A. TILDEN, vp and radio-tv director of Wherry, Baker & Tilden, Chicago, becomes board chairman of reorganized agency, Baker, Tilden, Bolgard & Barger. BRUCE A. BAKER, vp and creative director of WB&T, becomes president of BTB&B. CLIFFORD E. BOLGARD, vp-media director, and HARRY BARGER, vp-account supervisor, both of old agency, are new principals. LARRY WHERRY resigns as president of WB&T, selling his interests. All changes are effective July 15.

• REG W. TRIGGS named vp and general manager of Los Angeles office of Cunningham & Walsh. He held same title previously with Los Angeles office of McCann-Erickson, and before that was account supervisor with Erwin Wasey, L.A., and Meldrum-Fewsmith, Cleveland. WILLIAM J. PETERSON, C&W vp, named creative director of Los Angeles office and creative television coordinator in Los Angeles for all six of agency's offices.

• ALLEN H. CENTER, public relations director of Motorola Inc., Chicago, resigns June 15 to join Leo Burnett, that city, as vp in charge of public relations, July 6. In effect, he succeeds BILL TREADWELL, formerly vp and manager of agency's department in New York, who joined Grey Adv., that city, as vp in charge of special assignments June 1. Mr. Center will headquarter in Chicago, coordinating activities of Burnett's New



Moving up • BBDO has announced the election of eight new vice presidents all of whom are assigned to the agency's creative departments. They comprise the largest number ever elected officers of the agency at one time. Grouped above are the five executives based in New York: (l to r) George Sanders, art supervisor who joined in 1943; Ralph C. Rewcastle, copy group head who had been with two other agencies before coming to BBDO in 1952; John F. Bergin, copy group head, who joined nine years ago; Lawrence Berger, head of the tv art department with BBDO since 1947; Bernard Haber, head of tv film production and with the agency since 1948 as motion picture production assistant, talent director and production supervisor. Pictured underneath are Martin F. Conroy (l.), creative director at the Boston office, and with BBDO since 1950, and John R. (Bob) Kelly, copy group head at San Francisco who joined BBDO in 1947. Not pictured is the eighth vp: Allen R. McGinnis, copy chief at Los Angeles with 14 years at the agency. Average age for the eight: 39 years.

York, Hollywood and other offices.

• NEIL QUINN, formerly associate copy group supervisor, Kenyon & Eckhardt, N.Y., to Geyer, Morey, Madden & Ballard, that city, as vp in creative department.

• CLEO W. HOVEL, tv creative supervisor, KENNETH R. OELSCHLAGER and FRANK WALSH, creative supervisors, all of Campbell-Mithun, Minneapolis, elected vps. Mr. Walsh works in Chicago office of C-M.

• ARCHIBALD L. BEYEA, formerly vp of Robert Otto & Co., N.Y., to Gotham-Vladimir Adv., that city, as vp and account executive.

• PHILIP M. WHITE, formerly vp and director of Reach, McClinton & Pershall, Chicago, appointed vp and account supervisor at The Buchen Co., that city.

• BERNARD J. SCHIFF, formerly director of advertising and sales promotion for American Character Doll Corp., N.Y., has succeeded Milton A. Weiss as president of Webb Assoc. Inc., New York advertising agency.

• AUGUST A. NELSON resigns as vp, headquarters' staff, American Assn. of Advertising Agencies, N.Y. LAWRENCE D. REEDY appointed acting head of Mr. Nelson's former section.

• FRANK BERNADUCCI, National Export Adv. Service, re-elected president of International Media Buyers Assn., N.Y. Other officers: vp, PATRICK A. PETRINO, Robert Otto Co.; secretary, KARIN HIORT, Foreign Adv. & Service Bureau, and treasurer, ANNETTE YOUNG, Fuller & Smith & Ross.

• THOMAS D'ARCY BROPHY, formerly chairman of Kenyon & Eckhardt, N.Y., and SAMUEL C. GALE, formerly vp in charge of advertising, home service, public services and marketing research of General Mills Inc., Minneapolis, have received first annual Advertising Federation of America awards for "distinguished service."

• PAUL MOROZ, elected vp in charge of research of C. J. LaRoche & Co., N.Y. Other LaRoche appointments: CHESTER R. LAROCHE, vp, charge of media, and HUMBOLDT GREIG, vp, charge of radio-tv time buying.

• A. F. GUCKENBERGER, formerly advertising vp, Ward Baking Co., N.Y., to McCann-Erickson, that city, as vp and account director.

• JOSEPH D. NELSON, director, account management division, Cunningham & Walsh, N.Y., and LAURENCE W. SCOTT, senior vp and account supervisor, agency's Chicago office, elected to board of directors.

• FRANK J. PARKER, president of Parker Adv. Co., Dayton, Ohio, becomes board chairman. MRS. ANN F. FITZPATRICK, executive vp, succeeds Mr. Parker as president. Other officers: E.G. KINSER JR., vp-creative director; RICHARD J. VOSS, vp and senior account executive, and WILLIAM H. ANDERSON, vp and account executive.

• WALTER W. STUMPE, director of marketing department of Needham, Louis & Brorby, Chicago, elected vp.

• ELLIOTT JOHNSON, formerly midwest account representative of American Research Bureau, Chicago, appointed director of media and research of R. Jack Scott, Chicago agency.

• RUTH BABICK, head timebuyer of Earle Ludgin & Co., Chicago, for over ten years, announces resignation.

• WOLF MAGNUS, formerly marketing analyst of McCann-Erickson, appointed senior merchandising analyst in marketing research department of Tatham-Laird, Chicago.

• EDMUND (RODDY) ROGERS, radio-tv program supervision head, N. W. Ayer & Son, N.Y., named head of agency's Hollywood office.

• HARRY SOGHIGIAN, formerly southern sales manager of *Tv Digest* magazine, to Promotion Assoc., Washington advertising-pr firm, as executive vp in charge of sales.

• RODERICK A. MAYS, Mays & Co., L.A., re-elected president of Western States Adv. Assn. Other officers elected: JACK JOHNSTONE, Guerin, Johnson, Jeffries, L.A., first vp; STAN BROWN, General Adv., Hollywood, second vp; CARL FALKENHAINER, Carl Falkenhainer Adv., L.A., secretary-treasurer. New members of board of directors are: WILLIAM J. BOYLHART, Boylhart, Lovett & Dean, L.A.; STAN BROWN, General Adv., DON JENNER, Don Jenner Adv., L.A.

• CHARLES D. BELL, formerly advertising manager, Pepperell Mfg. Co., Boston, to Badger and Browning & Parcher, that city, in executive staff capacity.

• KEITH SHAFFER, formerly network buyer with Fletcher D. Richards, N.Y., named media buyer in Chicago office of Young & Rubicam. BETTE MYERS, formerly with Tatham-Laird, Chicago, to assistant media buyer with Y&R's office, that city.

• CAYE CHRISTIAN, formerly advertising director of Neiman-Marcus, Dallas and Houston stores, named copy director of Lavenson Bureau of Advertising, Phila.

• JACK NELSON, formerly public relations director of Grant Adv., Miami, named creative director of Arthur R. Mogge, Miami-based agency.

• ROBERT H. SCHAFHAUSEN, formerly advertising manager of U.S. sales division of Max Factor & Co., N.Y., to BBDO, L.A., as account supervisor for Rexall division of Rexall Drug & Chemical Co. account.

• ED JOHNSON named account supervisor of Los Angeles and San Francisco offices of Barnes Chase.

• JOHN R. BURKE, formerly with Marsteller, Rickard, Gebhardt & Reed, joins Ketchum, MacLeod & Grove, both Pittsburgh, as account executive.

• RAY A. HERMAN, formerly with Dancer-Fitzgerald-Sample, to Street & Finney, both New York, as account executive.

• MICHAEL DONOVAN, formerly vp and associate media director of Benton & Bowles, N.Y., to media department, BBDO, that city.

• TOM WOOD, formerly senior copywriter, BBDO, Chicago, to creative staff of Charles W. Hoyt Co., N.Y.

• JOHN MCNAMARA, formerly copywriter with McCann-Erickson, Detroit, to copywriting staff of Fuller & Smith & Ross, N.Y.

Networks

• THOMAS H. RYAN, general executive in CBS-TV program department since January, has resigned to become vp of Hubbell Robinson Productions Inc., Hollywood. Formation of that firm was announced week ago by Mr. Robinson, former programming executive vp of CBS-TV (BROADCASTING, June 1). At CBS-TV Mr. Ryan had been closely associated with both Mr. Robinson and HARRY G. OMMERLE, who resigned as network program vp last week.

MR. MAGUIRE

• PAUL A. MAGUIRE, formerly account executive, NBC Spot Sales, appointed manager newly-established Philadelphia office of NBC Radio Network Sales.

• WILLIAM S. PALEY, CBS board chairman, was recuperating last week after operation at New York Hospital for elevated diaphragm. Hospital issued bulletin which said "his condition is good—no tumor of any kind was present—no biopsy was necessary."

• SHERMAN C. HILDRETH, director of station operations facilities, NBC,

VIDEO TAPE MADE ONLY BY 3M

Rehearsal's over. The talent's ready.

The one-minute commercial goes on tape.

Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality . . . you get a wider, truer contrast range and signal detail than has been possible by photographic recording . . . involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made *only* by 3M . . . a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

named director, station technical facilities.

• HUGH HOLE, formerly tv producer of Maxon Inc., Detroit-based agency, named co-ordinator of ABC-TV, western division.

Stations

• CHARLES T. (RED) DONLEY, sports director of WSTV-TV Steubenville, Ohio, promoted to vp, public relations and special events.

• BERT WEST, general sales manager of KSFO San Francisco, promoted to vp.

• HUGH E. BADER, formerly of WHB Kansas City, to KUEQ Phoenix, Ariz., as general manager.

• JAMES K. WHITAKER, formerly director of radio of WIS Columbia, S.C., to WCSC-AM-FM Charleston, S.C., as national sales manager.

• DAN BELLUS, sales development and promotion director of KFMB-AM-TV San Diego, promoted to sales manager of KFMB Radio. Mr. Bellus' assistant, PARKER H. JACKSON, succeeds him as sales development and promotion director for San Diego stations.

• FRANK OXARART JR., sales promotion assistant of KNX Los Angeles and Columbia Radio Pacific Network, has resigned to join Kenneth E. Wilson, Newport, Calif., distributor for Chris-Craft Corp., as office manager.

• JIM SILMAN, director of WTOP-TV Washington, appointed director of programs, succeeding THOMAS B. JONES, moving to WJIM-TV Lansing, Mich., as director of programs.

• BILL TAYLOR resigns as sales and operations manager of KWIZ-AM-FM Santa Ana, Calif.

• GENE ADAMS, salesman of KIMA-TV Yakima, to KEPR-TV Pasco, both Washington, as sales manager.

MR. BOSTIC

• THOMAS C. BOSTIC, general manager of KIMA-AM-TV Yakima, Wash., and part owner of Cascade Broadcasting Co., assumed office as mayor of Yakima on June 1. Mr. Bostic led field of 36 candidates last month for Yakima City Council and was elected mayor by his fellow councilmen. He is member of NAB Radio Board.

• MARVIN KATZ, sales promotion assistant of KNX Los Angeles and CBS Radio Pacific Network, appointed program promotion and merchandising manager of KNX-CRPN.

• BOB PARKER, farm service director of WBAY-AM-TV Green Bay, Wis., appointed director of sales promotion and merchandising. ORION SAMUELSON promoted from farm service editor to farm director and JIM DENSMOOR, formerly program-farm director of WCWC Ripon, Wis., named farm service editor.

• LESTER C. RAU, sales manager of KOLN-TV Lincoln, Neb., elected president of Lincoln Advertising Club.

• F.E. LACKEY, KHOP Hopkinsville, Ky., elected board chairman of Community Broadcasting Assn., local class IV stations. Other officers: ROBERT T. MASON, WMRN-AM-FM Marion, Ohio, president; MERRILL LINDSAY, WSOY-AM-FM Decatur, Ill., vp, JOHN R. HENZEL, WHDL-AM-FM Olean, N.Y., secretary-treasurer. Board members: DAVE MORRIS, KNUZ Houston, Tex.; FRANK R. SMITH, WBVP Beaver Falls, Pa., and LEE BISHOP, KORE Eugene, Ore.

• PALMER PAYNE, WGIR Manchester, elected president of United Press International Broadcasters Assn. of New Hampshire. Other officers: MIKE ERLICH, WWNH Rochester, first vp; ARMAND BEDARD, WSMN Nashua, second vp, and ERNEST CROWLEY, WKBR-AM-FM Manchester, treasurer.

• ARTHUR H. SIMMERS, formerly sales manager of WFAR Farrell, Pa., named station manager of WOHI East Liverpool, Ohio.

• EUGENE J. HOGAN, with KLOK San Jose, Calif., past three years, and presently air personality, adds duties of sales manager.

• EARL A. MERRYMAN, 58, formerly radio engineer of WJSV (now WTOP) Washington and retired electronic engineer of Naval Gun Factory, died May 31 of cancer in Bethesda Naval Hospital, Bethesda, Md. In 1930's, Mr. Merryman engineered for Arthur Godfrey's old morning show, *The Sundial*, and hosted disc jockey show of his own, called *The Eye Opener*.

• FRANK COSTA, formerly program director of WKIT Mineola, N.Y., to WVOX (formerly WNRC) New Rochelle, N.Y., in similar position. VIC RATNER, formerly on news staff of WFIL Philadelphia, joins WVOX as news editor.

• JACK LYNN, formerly program manager, WNTA-TV Newark, N.J., to WNEW-TV New York in similar capacity.

• DINO IANNI, account executive of KQUE Albuquerque, N.M., named commercial manager.

• WALTER N. LINTHICUM, night program director of WBAL-AM-TV Baltimore, retires after 31 years of service with Hearst-owned stations.

• ROBERT WHITNEY, program director of KALL Salt Lake City, to KBOX Dallas as assistant to general manager in charge of production. Other KBOX appointments: CHUCK BENSON, formerly of KALL, and JOHN BORDERS, formerly of WACO Waco, Tex., as announcers; D. MYLO BEAM, formerly group sales representative of Bartell Family stations, as account executive.

• ED MARVIN, formerly of WOCB W. Yarmouth, to WPLM Plymouth, both Massachusetts, as manager of its Cape Cod branch. FRED LANG, formerly of WNAC Boston-Lawrence, named WPLM's news director for Cape Cod.

• HAL DURHAM, formerly announcer-newsman of WSB-AM-FM Atlanta, to WBMC McMinnville, Tenn., as program director. CHARLES MULLICAN, formerly announcer with WCDT Winchester, Tenn., joins WBMC in similar capacity.

• DOUGLAS G. BELL, formerly assistant program director-production super-

THE LEADER IN THE NORTH VALLEY . . .

KHSL-TV ch. 12

• TOP PROGRAMS
• TOP SALES RESULTS
• TOP POPULARITY

THE PLACE FOR YOUR ADVERTISEMENT IN NORTHERN CALIFORNIA

KHSL-TV CHICO, CALIF. • CBS • ABC AFFILIATE

Represented Nationally by Avery-Knodel
George Ross—National Sales Mgr. Central Tower—San Francisco

Ladies' first • Roy V. Whisnand, vice president of WCOP-AM-FM Boston, outgoing president of the Broadcasting Executives Club of New England, presents the gavel to new President Kay Chille, vice president and treasurer of Nona Kirby, Boston station representative, and reportedly first woman president of this type of broadcasting club in the country.

visor of WBT Charlotte, N.C., named program director-production supervisor of WIST, that city.

• THOMAS J. GOSWICK, sales service supervisor of WAVY-TV Norfolk-Portsmouth, Va., promoted to sales coordinator. NORMAN HOLVE, formerly director of photography, WEAT W. Palm Beach, Fla., succeeds Mr. Goswick as sales service supervisor. Other WAVY-TV appointments: SYLVIA WEAVER, formerly promotion writer of WTAR Norfolk, Va., as continuity director; RUSS PORTERFIELD, formerly director of WRVA-TV Richmond, Va., as production manager, and BILL KELLEY, film director, to operations manager. JUDY HUNDLEY to WAVY as continuity director. CATHERINE POLIZOS to licensee Tidewater Teleradio Inc. as art director.

• ROBERT E. ROBINSON, manager of news operations, WWDC-AM-FM Washington, D.C., named director, news and editorial operations. Other WWDC appointments: TOM SLINKARD, manager, news operations; GERALD W. CLARKE, news production manager; EDWARD PAWLICK and ED TAISHOFF, news editors.

• WALTER R. KRAEMER appointed public relations director of WDON Wheaton, Md., and WASH (FM) Washington, D.C., and editor of WASH *Program Guide*.

• WILLIAM A. GARTHWAITE, producer-director of WAVY-TV Norfolk-Portsmouth, to WTAR-TV Norfolk, both Virginia, in similar capacity.

• BILL LAWS, with KEWB (formerly KLX) Oakland, Calif., since 1948, named public relations-promotion director.

• JACK HURST, formerly news-sports director of WLEE Richmond, Va., to WGST Atlanta, Ga., as news director. LOU MORTON named WGST chief announcer.

• PATRICK FAY, formerly producer-director of DuMont Network, to KPLR-TV St. Louis in similar capacity.

• DICK DUNNE, formerly announcer of KXGN-AM-TV Glendive, Mont., to KXAB-TV Aberdeen, S.D., as news director.

• LARRY BECKERMAN, executive producer of WTOP-AM-FM Washington news staff, appointed Washington area news editor. STEVE CUSHING, senior member of WTOP news staff, joins Mr. Beckerman on Washington area news desk.

• JONATHAN SCHILLER to KABL San Francisco as music director for nightly classical program.

• ROD LEA, formerly air personality and newsman of WAMS Wilmington, Del., to operations staff of KTTV (TV) Los Angeles.

• ED YALOWITZ, promotion manager of WFIE-TV Evansville, Ind., to promotion department of WBBM-TV Chicago.

• DAVID P. EVANS, formerly tv-radio account executive, Ogilvy, Benson & Mather, N.Y., to sales department of WHLI Hempstead, N.Y. PHIL CECCHINI, formerly with engineering staff at WXEX-TV Petersburg, Va., to WHLI, in similar capacity.

• B. J. (JACK) PALANZA joins WCSH-TV Portland, Me., as account executive.

• GEORGE L. GRIESBAUER, formerly in regional sales office of WJTV (TV) Jackson, Miss., to WRC-AM-FM-TV Washington as account executive.

• HEYWARD SIDDONS, program director of KOA-TV Denver, to account executive in sales department. SI PALMER, production supervisor, named program director. DICK TRUE promoted from director to assistant program director and chief director.

• JAMES J. DUNHAM, formerly with WXIX-TV Milwaukee, joins sales staff of WTCN-TV Minneapolis-St. Paul. FRANK HUNT joins radio sales staff of WTCN.

• CECIL WEBB, director of sales promotion and advertising of KRON-TV San Francisco, appointed full-time sales representative.

• PAT NORMAN, formerly assistant ad-

Daytimer in midwestern city possessing genuine growth potential. Can be had for $110,000.00, with $55,000.00 down. For further details contact office nearest you.

Fulltimer located in southwestern section of U.S. Total consideration $90,000.00. $35,000.00 down will handle. Terms subject to negotiation. ABC network affiliation.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

vertising manager of Rawlings Sporting Goods Co., St. Louis, to KTVI (TV), that city, on local sales force.

• RICHARD GASSAWAY, salesman of KEPR-TV Pasco, to KIMA-TV Yakima, both Washington, in similar capacity.

• BILL CHASE, formerly with KING-AM-FM, to KTIX, both Seattle, as air personality.

• MADGE DALZELL, formerly of WHFB-AM-FM Benton Harbor, Mich., to WOWO Ft. Wayne, Ind., as writer.

• GALEN DRAKE, long-time radio personality of CBS, signed to exclusive contract with WOR New York for twice-daily, Monday thru Friday program, beginning July 20.

• BILL STICKLER to news staff of WEOL-AM-FM Elyria-Lorain, Ohio.

• BOB DAYTON, formerly air personality of KTBC Austin, to KIXZ Amarillo, both Texas, in similar capacity.

• WILLIAM R. ROLLINS, with WAYS Charlotte, N.C., as announcer before joining Air Force, joins sales-announcing staff of WCGC Belmont, N.C.

• RICHARD CALCAGNO, graduate of Northwest Schools, Portland, Ore., to KBCH Oceanlake, Ore., as announcer. Other appointments of Northwest graduates: ROBERT KNODELL to WTVB Coldwater, Mich., as air personality; MORGAN GODWIN to WTAP (TV) Parkersburg, W. Va., as floor manager, and DONALD BOYD to KWIQ Moses Lake, Wash., as air personality.

• RUSS MOORE, formerly air personality of WLOL-AM-FM Minneapolis, to WERE-AM-FM Cleveland in similar capacity. BOB HAGEN, formerly of WHK-AM-FM Cleveland, to WERE news staff.

• JOHNNYE RAYBURN, formerly sports announcer of WEEK-AM-TV Peoria, Ill., to KOA-TV Denver, Colo., as announcer.

• WILLIAM FYFFE, formerly night news editor of WJRT (TV) Flint, Mich., to news staff of WWJ-AM-FM Detroit.

• BILL JENKINS, announcer of KBOX Dallas, to WIL St. Louis in similar capacity.

• DON HERMAN, formerly of WBAL Baltimore, and HANS ANDERSON, formerly of WLWA (TV) Atlanta, to announcing staff of WVIP Mt. Kisco, N.Y.

Representatives

• WILBUR M. FROMM, manager of advertising and promotion, NBC Spot Sales, N.Y., appointed manager, sales development and promotion. ANTHONY LIOTTI, supervisor of research, named manager of research.

• JACK MURRAY, formerly production director of WICE Providence, R.I. joins Richard H. Ullman, Buffalo, N.Y., as account executive.

• FRANK REED, vp and account executive of John E. Pearson Television, Chicago, resigns.

Realignment • John E. Pearson Co., New York stations representative, announced last week that John E. Pearson (l) president and founder is moving up to board chairman and Raymond F. Henze Jr.. (r) to president.

Under the re-organization, Mr. Pearson named three executive assistants. They are James Bowden, manager of the Chicago office, who will supervise the midwest area; Robert M. Baird, Atlanta manager, who will be responsible for the southern region and John E. Palmer, San Francisco manager, who will supervise the west coast area. Miss Violet V. Wootton will continue as financial secretary for the radio-tv divisions of the company. Pearson has offices in New York, Chicago, Atlanta, Dallas, Los Angeles and San Francisco.

Mr. Henze has been a sales executive with the Pearson organization in New York since 1951. Earlier, he had been with the sales staff of Ra-Tel, New York, and with the Wesson Oil Co. and Snowdrift Sales Corp. in sales and merchandising work.

Programming

• CHARLES BOLE, formerly of MGM Studios, Hollywood, named vp in charge of business affairs of Four Star Films, that city. Mr. Bole will also serve as member of board of directors.

• WILLIAM SHELTON, formerly vp, Times Film Corp., and head of own film company, joins National Telefilm Assoc. International, as sales manager for continental Europe.

• WILLIAM E. FINESHRIBER reported last week to be leaving his post as director of international operations of Screen Gems, N.Y., within next two months. Mr. Fineshriber previously was sales vp at Television Programs of America, vp in charge of radio-tv for NBC and executive vp of Mutual.

• JACK SONNTAG, assistant production manager of Four Star Films, promoted to production manager. He succeeds FRANK BAUR, who resigned to resume directing.

• HERBERT EISEMAN, west coast vp of H-E Management & Production Assoc., has joined business affairs staff of Desilu Productions, Hollywood.

• BEN BRADY elected president of new Television Producers Guild. Other officers: RALPH LEVY, first vp; EVERETT FREEMAN, second vp; JULES BRICKEN, secretary; WINSTON O'KEEFE, treasurer.

• HERB PEARSON, formerly assistant to president, Guild Films, N.Y., to Official Films, that city, as assistant director of sales.

• CLIFF ROBERTS, award-winning designer of animated tv commercials (three merit awards, Art Directors Club of New York, Golden Reel and Christopher Award), named designer and director, Robert Lawrence Animation, N.Y.

• MURRAY OKEN, midwest sales manager, Trans-Lux Television Corp., named western division manager, Los Angeles office.

• ROSS M. SUTHERLAND, formerly executive vp, sales and service, John Sutherland Productions, N.Y., and midwest sales manager of MPO Productions, Detroit, to midwest sales division of Wilding Inc., Chicago, as account executive.

• HOBY WOLF, sales manager of Milner-Fenwick Inc., Baltimore film producer, appointed vp of sales. EDWARD HOOPER, with M-F since 1958, named district manager of Washington office. GARY HUGHES, film designer, named art director.

• SHERLEE BARISH, formerly special sales representative of Official Films, N.Y., to Bernard L. Schubert, that city, as account executive.

• PHIL SHARP, formerly comedy writer for Phil Silvers, Sid Caesar and *I Married Joan* tv series, named associate producer of ABC-TV's series, *The Donna Reed Show*.

• MEL EPSTEIN, formerly of Para-

mount Pictures as producer, joins Ziv Television Programs, N.Y., as associate producer for *Space*, new science adventure series. BOB LEACH, free lance writer who contributed scripts to *Perry Mason* and other tv series, joins *Space* staff as story editor.

• HERB STEWART signed as executive producer, Bernard L. Schubert, N.Y., for forthcoming *Counterspy* series, which starts California filming this month.

• BOB WELLS resigns as co-producer of NBC-TV's *Dinah Shore Chevy Show* to return to Broadway.

• LT. COLONEL FRANK P. BALL, U. S. Air Force, assigned as technical adviser on *Space*, Ziv-Tv series starring William Lundigan which starts on CBS-TV Sept. 23.

• DAVID VICTOR signed by Goodson-Todman as associate producer and story editor for *The Rebel*, Nick Adams teleseries produced by Andrew Fenady and directed by Irvin Kershner, to start on ABC-TV Oct. 4, Sun., 9-9:30 p.m.

• DAN LOUNSBERY signed to produce *Pat Boone Chevy Showroom* for 1959-60 season. Other tv shows to his credit are *Hit Parade* series and Bell Telephone specials.

• HERBERT BAKER, award winning tv writer ('58 Emmy for "An Evening with Fred Astaire") and movie scenarist, to head writing staff for new Perry Como show, which debuts Sept. 30.

Equipment & Engineering

DR. TROTTER

• DR. HERBERT TROTTER JR., formerly executive vp, Sharples Co., Phila., (manufacturer of process and centrifugal equipment for chemical, food and other industries) to Sylvania Electric Products Inc., New York office, as senior vp, engineering and research.

• HAL WEATHERLY, sales coordinator of instrumentation, Midwestern Instruments (electronic recording instruments, audio tape instruments), Tulsa, Okla., named director of advertising.

• NORMAN GLADNEY, formerly head of own New York marketing firm, appointed general sales manager, Golden Shield Corp., Great Neck, N.Y., national distributors of "Golden Shield by Sylvania" (transistor, table and clock radios).

• B.T. SETCHELL, president of Setchell-Carlson, St. Paul, Minn., makers of tv-electronic equipment, adds post of general sales manager. W. C. McKNIGHT, advertising manager, named assistant sales manager of S-C.

• MARTIN SHERIDAN, information and publications director of New England Council past 18 months, rejoins Admiral Corp., Chicago, as public relations director in which capacity he served from 1951 to 1957.

• MARION E. PETTEGREW, Sylvania Electric Products, N.Y., elected chairman of Consumer Products Div. of Electronic Industries Assn. Other chairmen and directors of EIA divisions: (Military Products)—S. R. CURTIS, Stromberg-Carlson, Rochester, N.Y., re-elected chairman; J.B. ELLIOTT, Tele-Dynamics, Phila., and DR. WILLIAM F. BALLHAUS, Nortronics Div. of Northrop Corp., Beverly Hills, Calif., new directors; (Parts)—W. S. PARSONS, Cantralab Div. of Globe-Union, Milwaukee, re-elected chairman, and J. D. HUGHES, Littlefuse Inc., Des Plaines, Ill., director; (Tube and Semi-conductor Div.)—WILLIAM J. PELTZ, Lansdale Tube Co. (Philco), Philadelphia, chairman; (Industrial Electronics Div.)—BEN ADLER, Adler Electronics Inc., New Rochelle, N.Y., re-elected chairman; DR. A. B. CREDLE, International Business Machines Corp., N.Y.; J. G. FLYNN JR., Collins Radio Co., Cedar Rapids, Iowa, and CARL A. FRISCHE, Sperry-Rand Corp., N.Y., all new directors.

• WILLIAM M. WEBSTER, manager of advanced development, RCA Semiconductor & Materials Div., Somerville, N.J., appointed administrative engineer on staff of vp, RCA Labs, headquartering at David Sarnoff Research Center in Princeton, N.J.

Allied Fields

• WARREN E. ABRAMS, formerly account executive of N. W. Ayer & Son, appointed manager of general advertising of *Louisville* (Ky.) *Courier-Journal & Times* (WHAS-AM-TV).

• JOSEPH W. KUTCHIN, account executive of Harshe-Rotman, Chicago-based pr firm, promoted to account group supervisor. MRS. SUE LEVEN SAGER, formerly head of her own PR firm, to H-R as account executive.

• SEYMOUR D. HESSE, formerly vp, Schenley Industries, N.Y., resigns effective July 1, to go into business as marketing and advertising consultant. He will continue to serve Schenley in consultative capacity.

• MRS. LENORE G. EHRIG, attorney associated with Harry J. Daly communications law firm, elected president of Women's Bar Assn. of District of Columbia.

• WILLIAM C. GORDON JR. resigns (effective July 1) as executive director of American Marketing Assoc., N.Y., to open own market and management counseling service in Chicago.

• BERNARD G. BRENNAN, director of Research, Heintz & Co., L.A., elected president of Southern California Chapter of American Marketing Assn. Other new officers are JAMES H. LEWIS, Los Angeles Chamber of Commerce, first vp; JAMES A. WILLIAMS, Purex Corp., second vp; JANE BARKER, Los Angeles Research Assoc., secretary of Chapter affairs; ROBERT L. BIGGS, Gould Gleiss & Benn, secretary of national affairs.

• CLIFFORD GORSUCH, Region III director of National Assn. of Broadcast Employes & Technicians, temporarily appointed director of network affairs, replacing G. TYLER BYRNE, unassigned to any other NABET position.

• BUD FARIS, Hollywood columnist for *Television Radio Daily*, has resigned to join Media Communications, Hollywood merchandising, tv packaging and public relations firm, as vp.

• ROBERT M. LIGHT, managing director, Southern California Broadcasters Assn., ED LEAVITT of Wright-O Inc. and HARRY WHITE, Western Airlines, elected to three-year terms as directors of Hollywood Ad Club. They will be installed at final meeting of 1958-59 season, June 15, along with officers for coming year, to be elected by board.

International

MR. CRAN

• W. C. THORNTON CRAN named president of CFRB Toronto, Ont., succeeding J. ELLSWORTH ROGERS, retired, who remains director and consultant of both Standard Radio Ltd. and Rogers Broadcasting Co., Toronto, which owns CFRB.

• T. RALPH HART, formerly vp of Spitzer & Mills Ltd., Toronto advertising agency, to vp in charge of broadcasting of McConnell, Eastman & Co., Toronto. AUSTIN G. MORAN to vp and director of radio-television commercial production of same agency.

• PAT MCGHEE, sales manager of CKCK-TV Regina, Sask., to sales manager CFRN Edmonton, Alta. TOM SHANDRO to promotion manager of CFRN.

• GERRY FERRIER, program director of CHWO Oakville, Ont., to CHUM Toronto, Ont.

ADMIRAL UNZIPS COLOR TV PLANS

Siragusa radiant in pep talk to sales meeting as he unfolds firm's plans to make color sets; RCA welcomes new push for polychrome tv

A break-through in color television set manufacture was hailed last week when Admiral Corp. announced plans for a major marketing campaign this fall in support of a complete new line of color tv receivers.

Admiral would thus join RCA in the forefront of color set producers. Other radio-tv manufacturers indicated no present plans to burst into color.

The Admiral plans were made known at a 25th anniversary national sales meeting in Chicago on June 1. Ross D. Siragusa, president, said the company's new "aluminized, 110-degree tube" represented the first big change in six years. He said it provides a picture almo 10% larger than the usual 21-inch picture tube.

"Color programs," Mr. Siragusa said, "are increasing in number and popularity. The new color sets are easy to operate and are virtually as trouble-free as black-and-white receivers."

Mr. Siragusa's announcement said Admiral was moving into color tv "all the way," and was doing so once again "side by side with RCA."

RCA has been the only major producer of color tv sets and NBC, a division of RCA, has been the principal producer of color shows. Mr. Siragusa estimated that half a million color sets are now in use.

Welcome Aboard • Admiral's decision was welcomed by RCA. Charles M. Odorizzi, group executive vice president, issued this statement: "RCA welcomes the entry into the color television field of another major manufacturer like Admiral. This move is bound to be beneficial to the entire television industry. It is the latest in a series of developments that point to sharply rising interest in color tv."

Schwerin Research Corp., however, said in one of its monthly bulletins that a study showed that viewer anticipation of color was falling off. "The high levels of anticipation which marked the first stages of color television have subsided," the bulletin said, "and without a prod from advertisers and networks could settle into a serious slump."

The report continued:

"Two-fifths of the viewers questioned had never even seen color television, and only 2% claimed to own sets.

". . . It appears, then, that there has not been a great deal of exposure to color television. And what there has been does not seem to have produced an especially enthusiastic response . . ."

The June 1 "Value Line Investment Survey" published by Arnold Bernhard & Co., investment advisors, took a more optimistic approach. It said: "There are some indications that the long-awaited break-through to a mass market for color tv is in the offing. . . . If upwards of 300,000 sets could be sold this year (almost twice as in 1958), production might well reach half a million and a real mass market could be achieved in 1961."

A Flip-Flop • Admiral's decision was a turnabout, in a way.

Last year at this time Mr. Siragusa blamed the three tv networks for the lack of public acceptance of color television. He scored ABC-TV and CBS-TV primarily—and NBC-TV to a lesser degree—for network attitudes he described as "selfish," "public-be-damned," "money-hungry" and "profit-hungry." Mr. Siragusa promised Admiral's re-entry into new model production by June 1959 (BROADCASTING, June 9, 1958).

ADMIRAL'S SIRAGUSA
"Side by side with RCA"

Admiral's color line will include table, console and lowboy models in a variety of finishes, incorporating the RCA 21-inch picture tube. Admiral will offer an unconditional one-year warranty on all parts, including the tube, with suggested prices still to be set. Nor was there any indication last week how many units would be delivered to distributors, though more than 4,000 dealers are expected to have the sets on display by early fall.

Mr. Siragusa pointed out that "in the early days of black and white television, we visualized the tremendous possibilities of that medium and worked with RCA, contracting for a large percentage of its picture tube output. Now I am happy to announce that once again side by side with RCA, Admiral has moved into color tv all the way."

Color-consciousness • The reason for a major marketing effort, he continued, is to help make the American consumer more conscious of color tv's technical perfection. About 500,000 color units already are in use and the figure will increase steadily in the months ahead, he added. The stepup in color sales started last December, Mr. Siragusa noted, and has shown continued strength since then.

"This means that more and more persons are being exposed to color. This increased exposure, combined with easy-to-operate, decorator-styled sets and additional color programming, will help to make the public more aware of color tv than heretofore," Mr. Siragusa explained.

Previously (in June 1958), Mr. Siragusa had complained that manufacturers had spent "huge sums" on sets and made "serious marketing efforts" to push tint tv but that the networks lagged in programming.

Advertising-marketing-merchandising strategy was discussed last week at a meeting with Admiral's agency, Henri, Hurst & McDonald, Chicago. True to its advertising tradition, the electronics manufacturer will pour most of its advertising moneys into print media, primarily magazines, although some dol-

Lookin' & Listenin' • Panama Records' hostess Kay Moran catches a tune from Storz Stations' WQAM Miami with the developmental model radio eyeglasses which were put on display by their designer, Semiconductor Components Div. of Texas Instruments Inc., Dallas, during the second annual disc jockey convention in Miami Beach (see story, page 93). Tiny plastic earplug is nearly invisible in Miss Moran's ear. Radio eyeglasses have volume control and pre-set tuning, play 100 hours on single battery in right temple piece. Texas Instruments made six pair especially for Storz Stations to be used as gifts and to show miniaturization progress. The division normally designs circuits only for such devices.

lars may be siphoned off later to broadcast media.

Reaction by other electronics manufacturers to Admiral's re-entry into color was not immediate last week.

Motorola's executives reportedly held a closed meeting Wednesday to discuss the color tv situation and its overall 1960 product line, to be unveiled to retailers in July. Zenith had no official comment on the action, but its position—that color television is not yet ready or feasible—was represented as practically unchanged. Zenith has been working on a color prototype for several months and has promised it will get into commercial production as market demand dictates.

The position was reiterated by L. C. Truesdell, vice president for marketing, at Zenith's international distributors' convention in Chicago.

A Motorola spokesman told BROADCASTING his company still feels there has been no "major breakthrough" yet on color tv and that its emergence as a full-fledged medium will be a "gradual evolutionary process."

Among reasons he cited the possible desirability of a one-gun tube, simplified circuitry and other refinements, plus a price reduction from the present $495 to a maximum $300 or $350. Meanwhile, Motorola is continuing to produce a token quantity of tint models as demand dictates.

The last official statement by a Zenith official on prospects was that delivered by Hugh Robertson, its president, in the company's annual report to stockholders March 6. Along with toll tv, he observed that "improved and increased programming would also be a stimulant to the future public acceptance of color television if it is combined with a more realistic pricing approach which would make the public understand that color will have to be a deluxe supplemental service for many years in the future rather than an immediate replacement for monochrome television."

Progress on the single-tube color set —still a gleam in the eyes of electronic engineers working on a prototype that can be mass produced at a cost close to the monochrome price—was reported by Paramount Pictures President Barney Balaban at last week's stockholders meeting (also see story, page 86).

Paramount's chromatic labs is developer of the Lawrence tube with work proceeding on a prototype receiver by Allen B. DuMont Labs.

Mr. Balaban said Paramount had been "pressing" the experts to solve existing problems at mass production costs of not more than 25% greater than black and white, and that they were "near" the goal. For enthusiastic acceptance, he said, color tv must have brightness qualities (use under all viewing conditions), reliability (so wife and child could tune the set at all times) and color purity (accurate, "brilliant" reproduction of the original scene).

Ampex sales up 45%

Sales of Ampex Corp. for the fiscal year ended April 30, 1959, totaled $43,691,000, up 45% from the $30 million reported for the previous year, George I. Long Jr., Ampex president, said last week in his annual report. The audit for fiscal 1958 won't be completed for several weeks, he said, but preliminary figures indicate the net after taxes will exceed a previous estimate of $2.5 million. Net for fiscal 1957 was $1,540,000. The outlook for fiscal 1959 is excellent, Mr. Long said.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Intermountain Network
IDAHO GROUP
KLIX-KIFI-KGEM-KWIK
Twin Falls Idaho Falls Boise Pocatello
Smothers Any Competition
with
33% SHARE OF AUDIENCE
*45 Markets—7 States—Jan '59
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958
WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

TV 'SELL' CLINIC OVER THERE

Researcher Schwerin conducts conference in London on improving tv commercials

What makes a tv commercial effective? Why does one commercial not well remembered actually sell more goods than another commercial which had high recall?

These were typical questions explored last Wednesday (June 3) by Horace Schwerin, president of Schwerin Research Corp., during a seven-hour presentation before 1,000 British television and advertising representatives in London. They were guests of Associated Television Ltd., a major program contractor in England, which sponsored the all-day conference conducted by Mr. Schwerin on the subject of "Increasing the Selling Power of Tv Commercials."

Mr. Schwerin's observations were based on his firm's 13 years of experience in the U.S., Canada and England testing more than 10,000 tv commercials with consumer panels of more than 1.5 million people. The Schwerin measure of effectiveness, he explained, is whether the commercial's "vital promise" of consumer benefits is communicated to the viewer and he is persuaded to shift his allegiance from one competitive brand to another after seeing the commercial.

Noting that three-fourths of all British tv commercials today—an increase of 200% over two years ago—are 15 seconds long, Mr. Schwerin said "the advertiser who announces his wares in 15 seconds must carve cameos, he cannot make even one mistake." He warned that these spots had become "too prevalent, too dangerous and may become too expensive because they are ineffective."

Not Needed • Research has found that some commercials should never have been put on the air, he said. They actually lost sales for the advertiser. He cited a case where "Brand A" sought to discredit "Brand B" by reciting Brand B's claims and charging that they were false. Brand A not only failed to win new customers but disenchanted 10% of the audience who originally preferred Brand A.

In another commercial, for a shaver, the copy line involved a nagging wife. Apparently she was so real and so disliked that 12% of the men who had preferred that brand of shaver changed their minds after seeing the spot.

Mr. Schwerin also warned advertisers against centering the vital promise "around your own ego instead of the viewer's interests." He discussed two forms of this, wish-fulfillment and narcissism, both of which make ineffective commercials.

Wish-fulfillment "often involves an egocentric inflation of the 'bandwagon' approach," he said. Statements such as "more people drink it," "largest selling brand" or "three out of four people use it" are impotent, he said. A variation of the theme was a grocery product commercial showing a line of shoppers' carts in a supermarket. "Improbably, every basket was loaded to the gunwales with the advertised brand," he recalled.

World Eater • In another, a food product spot showed an animated globe eating the brand happily. "The thought that the whole world loved his brand was undoubtedly gratifying to the sponsor," he said, "but its influence on the viewer was negligible."

Ineffective narcissistic commercials he cited included one of a beverage bottle admiring itself in front of a mirror, a cereal commercial in which a girl package admired a boy package who sang about himself and a beverage spot with a chorus of bottles singing their gratitude because they contained such fine ingredients.

RESEARCHER SCHWERIN
Studies why tv spots click

Mr. Schwerin recited five elements necessary to enhance the effectiveness of the non-integrated commercial: (1) It must present one unified impression with all necessary elements. Incongruous elements will not combine; the number of ideas does not determine a commercial's success. (2) It must be either dominantly logical or "emotive." It is extremely difficult and dangerous to mix the "mood" commercial with the factual approach.

Flattery Pays • (3) It must involve the viewers favorably. "Choose the characters and the settings which will be most flattering to the audience you wish to impress." (4) The commercial must be consumer-oriented, not product-oriented. The "vital promise" is best communicated in terms of benefits the viewer will derive. (5) It must employ the video actively. "Ideally, the pictorial elements of your commercal will convey the story and establish the vital promise even if the audio is not heard."

The announcer or "presenter" used in the commercial, whether an entertainment star or a regular announcer, must have a personality compatible with the product and he must be believable in his recommendation of it, Mr. Schwerin said. Sometimes the unknown announcer is more effective, he said, because those well known may already have image associations with other products.

He cited the case where the commercial with a little girl using a ready-mix cake mix was more effective than a spot showing a chef doing the same thing. In another, an office worker talk-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

ing about "clean shaves" impressed more viewers with his endorsement of a razor than did a steel worker. An athlete wasn't convincing until scenes showing him performing were included.

Forward Backward • Other commercial forms discussed by Mr. Schwerin included romantic involvement ("women won't buy the image of a woman acting too forward"); before-and-after situations (most effective is simple sequence of unhappy before followed by happy after scene; taste (taste can be demonstrated but not merely by claiming it; best ways are showing foods in enticing settings or in combinations with other foods); animation (slightly less effective than the average non-cartoon commercial, but often necessary; should always mix in some live, even if only of product itself), and humor ("don't get carried away"). In a spot where a character was doing complicated tricks, he came to grief near the end right in front of a poster advertising a brand. Viewer reaction: negative.

Tomorrow's successful advertiser Mr. Schwerin told his London audience, "must assume television is an important medium. He must realize that it requires special knowledge to make it pay off.

"One of your own advertising authorities, Brian MacCabe, said that too many British manufacturers still continue to satisfy themselves that they have a good product and 'the public damn well ought to like it.' No, an advertiser must develop his effective commercial or campaign and continue to test its effectiveness. Television is too important and too costly to be ignored or misused."

Canadians plan pay-tv test in August

Latest Canadian development in pay-tv is expected to see a test of the medium in August in a Toronto suburb. E.E. Fitzgibbons, executive director of CKCO-TV Kitchener, Ont., and an executive of Famous Players Canadian Corp., announced at Toronto that an experiment in pay-tv will take place this autumn in an unnamed Toronto suburb. Toronto was chosen as the starting city for the test as viewers have access to three Buffalo, N.Y., stations, one Toronto and one Hamilton, Ont., station. If pay-tv succeeds in such a highly competitive area, Mr. Fitzgibbons explained, it would certainly succeed in a one-channel Canadian city. The pay-tv equipment will utilize one channel position on a subscriber's set and viewers can see the show several times in an evening if they desire, but they will have to pay again if they switch to another dial setting.

International meet at So. California U.

Broadcasters from 17 countries will meet June 27-Oct. 24 at the U. of Southern California, Los Angeles, in a seminar sponsored by the U.S. Dept. of State. The seminar is designed to develop an understanding of American broadcasting and way of life.

The visitors will study and travel under individualized plans coordinated by Dr. Robert E. Summers, associate professor of the school's Dept. of Communications. The broadcasters are from Argentina, Brazil, Burma, Ceylon, Colombia, Ethiopia, Finland, India, Iran, Malaya, Mexico, Morocco, Nepal, Nigeria, Pakistan, Rhodesia and Taiwan.

• Abroad in brief

• Radiotelevisione Italiana (RAI), Italian government-controlled broadcasting organization, announces a 7% dividend for 1958. Registered radio-tv receivers in Italy increased 455,578 last year. The figure was 447,093 in 1957.

There were 7,130,000 licensed radio-tv sets in the country on Jan. 1 (1,096,185 licenses are for tv sets). RAI estimates there will be 8 million radios and 2 million registered tv sets in Italy by 1963.

• Philips, Dutch electronic manufacturer, has signed a 10-year agreement with Indian government-owned Bharat Electronic Co., Bangalore, India, to help develop the country's tv tube production. The Indian company is expected to be producing 1,800,000 tubes annually in 1961.

• West German electronic manufacturers are the largest suppliers of components to East Bloc countries, official Bonn data shows. The country exported about $240 million worth of electronic equipment to Mainland China last year.

• Switzerland had 62,075 registered television receivers on May 1.

• Austria has 70,000 licensed tv sets plus about 15,000 unlicensed sets.

• CKKW Kitchener, Ont., new 1 kw station on 1320 kc, will start operations on Aug. 1. Alan Hodge is manager of the station, owned by Twin City Broadcasting Co. Ltd., at 251 King St. West, Kitchener, Ont. Station will be represented by All-Canada Radio & Television Lt., Toronto.

• CKCO-TV Kitchener, Ont., is the second independent Canadian station to buy a video tape recorder at a cost of about $70,000.

Nothing is allowed to rush the slow process that gives PRESTO discs their perfect recording surface. Like fine wines, these discs are "aged" until they fully mature —for the clearest engraving of the sound-impulses you will record on them. Anything that deserves to be heard deserves a hearing on a PRESTO disc. Ask for PRESTO next time you record!

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

Since 1934 the world's most carefully made recording discs and equipment

just like John Hancock and his signature

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

BOATS?

What are boats for?

FUN

and the greatest relaxation in the world.

Here at Dale's we have every marine service and the boat you want, new or used: CHRIS CRAFT, CAVALIER, RICHARDSON, BRISTOL, LYMAN, CORONET, WINNER; cruisers, runabouts, sport fishermen . . . and the new BOOTHBAY 33, most exciting cruiser of the year. See them all in the biggest year-round boat show, or telephone Dane Hahn now for information and advice.

DALE YACHT BASIN

666 LAKE AVENUE, BAY HEAD, NEW JERSEY

TWinbrook 2-3000

OPEN EVERY DAY, 8 A.M. to 6 P.M.

ONE OF AMERICA'S FOREMOST BOAT DEALERS

FANFARE

WXYZ giving away stock—in 7 years

Every one of the 1,700 guests at the dedication ceremonies of WXYZ-AM-FM-TV Detroit's new Broadcast House held last Thursday received a souvenir with more than sentimental value. (Also see story, page 68).

Imbedded in a plastallion desk piece clear plastic paper weight is a card with a combination number which could bring the owner one hundred shares of American Broadcasting-Paramount Theatres stock (AB-PT operates WXYZ).

The stock was locked in a strong box which can only be opened by a combination picked from a list of 1,700 before the numbers were registered in the names of WXYZ guests last week. On May 1, 1966, a local bank will open two sealed envelopes.

One will contain the combination to the strong box in which the stock has been placed, and the other will contain a master list of WXYZ guests and the combination numbers assigned them. A registered letter will be sent to the winner who must appear in person at the bank on June 4, 1966 (seven years to the day from the opening of Broadcast House) to claim the stock.

At that time and place the winner must open the strong box himself from the combination number he was assigned. It'll be worth his while to be there for AB-PT stock right now is 26½, and the stock market tends to rise.

Making No. 18 pay off

To mark its 18th anniversary, WWNY Watertown, N.Y., sold packages of 18 spots to local merchants in the downtown area. Announcements promoted individual stores with a tag line urging listeners to shop in downtown Watertown on WWNY's birthday. On that day (April 29), most merchants used special sale prices with the 18 unit price tied in as much as possible (a local cab company featured 18-cent cab rides to shop downtown).

Among other promotions on its birthday, WWNY gave away 18 silver dollars every 18 minutes in different merchants' stores; devoted each hour of its 18-hour schedule to the music of a particular year between 1941 and 1949; cleared its schedule of all commercial commitments except for newscasts; set up a special temporary studio on the marquee of the Hotel Woodruff (its studio location) where it also made the 18 silver dollar giveaways every 18 minutes to people in the town square.

The payoff: downtown merchants reported their biggest sale day in a long time after buying over 700 commercials for the WWNY birthday event. The sponsors also bought 50 newspaper ads and 50 tv spots to promote the day.

Despite Georgia's sunshine • Agencies in New York and Chicago last week were visited by representatives of WMAZ Macon, Ga., and Avery-Knodel whose mission was to explain the station's "umbrella" coverage. So, it was natural for the guests to arrive in this headgear as well as to present like reminders to the agency men. Here's Don DeCarlo (left) and Phil Morrow, timebuyers at Needham, Louis & Brorby, Chicago, during a session with Smokey Simmons, national sales manager of WMAZ, and Roger O'Sullivan, of Avery-Knodel.

Showing TvAR's salesmen

Brief biographies of the salesmen for the new representation firm for Westinghouse Broadcasting Co.'s tv stations, Television Advertising Representatives Inc., New York, are featured in a 10-day contest that started last Monday

IF YOU'RE CHARGED WITH

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique

EXCESS INSURANCE

Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, 107 William St · Chicago, 175 W. Jackson · San Francisco, 100 Bush St

(June 1) for New York agency timebuyers. In addition to familiarizing timebuyers with the firm's personnel, the contest offers a 17-inch Westinghouse portable tv set to each of the 10 winners. Every weekday morning on the same page of the *New York Herald Tribune*, TvAR runs a picture, biography and a jingle about one of the salesmen. Timebuyers have been invited to enter their names to the company and each day one of them is called to answer a question regarding one fact mentioned in that day's ad. If answered correctly, a tv set is won.

WBC stations to be represented by the firm (starting July 1) are: WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

WJZM scholarship

WJZM Clarksville, Tenn., has awarded its fourth annual $1,400 scholarship for a boy to attend the U. of Tennessee for a scholastic year.

To select each years' winner the station first sends the area's high school principals a list of conditions a boy has to pass to be eligible. These include the candidate's school marks and an opinion of his character. The financial resources of each candidate also are taken into consideration. Final choice of a WJZM scholarship winner is by a committee of four local businessmen who interview the boys.

The $1,400 pays all expenses including about $18 a month spending money. The businessmen help the winner obtain summer employment and the university helps him get a job during school. Money from this employment is banked to help him pay for subsequent years' schooling.

KFAB in-store plugs

KFAB Omaha is giving its advertisers bonus announcements in a chain of 16 supermarkets. Advertisers that spend $138 a week on KFAB receive two announcements a day in each Hinky-Dinky store via a Muzak service the station operates in the supermarkets. Advertisers spending $228 or $300 a week receive 192 or 576 in-store plugs, respectively. The announcements are pitched 6 decibels above the stores' noise levels.

King-size contest by CFCF

A royal welcome was given the entry of King Size Coke into the Montreal, Que., area by CFCF-AM-FM which conducted a two-week long "King Size Contest." Listeners were invited to send in king size objects "of little or no personal, sentimental or monetary value" and promised a king size prize for every entry. The prize: a 24-bottle case of King Size Coke.

Among the 110 objects received were a king size toothbrush, a check for $1 million (signed by John Beresford Tipton, tv's *Millionaire*) and several *empty* bottles of King Size Coke.

Farming out city kids

Calvin Pigg, farm editor of WBAP-AM-FM-TV Ft. Worth, Tex., is sponsoring a plan to get city kids out to the farm for their vacations. Mr. Pigg has asked farm families who want to take city youngsters as well as city families with children with a yen for the country to write him. He is acting as a clearing house to bring the two groups together to work out dates, payments, etc.

KYW teaching safety

KYW-TV Cleveland sent a camera crew to the Indianapolis 500 auto race to get material for its summer safety campaign. The staffers filmed interviews with former winners of the race and drivers in this year's event. They gave tips on how to avoid traffic accidents.

KYW-AM-TV's "Summer's Fun With Safety" campaign was kicked-off with a luncheon attended by 20 mayors and other civic leaders from surrounding counties. KYW-TV taped the main speakers and performers at the luncheon and telecast it in prime time the following day. In cooperation with the Cleveland Safety Council the stations have an extensive summer-long program of spots and shows on safety education.

Hawaii salutes Flint

An "Hawaiian June Jubilee" in Flint, Mich., conceived, planned and produced by WBBC there, has resulted in a salute to Flint by Hawaii, to be broadcast from the beach at Waikiki this Saturday (June 13) over the Mutual Broadcasting System.

Pinpointed for praise will be two shopping centers, the North and South Flint Plazas, locales of the "Jubilees." The Plazas are decorated with tropical settings and Hawaiian musicians and dancers perform daily. General Manager Joseph R. Fife of WBBC estimates that more than a million people will visit the Plazas during the "Jubilee."

Fitting contest for WAPI

WAPI Birmingham, Ala., celebrated its recent increase to 50 kw by holding a "50,000 Watt Key Contest." A brand-new Chevrolet was wrapped in chains and padlocked. The station informed its listeners, via 30 daily spots, that up to 50,000 keys would be mailed out to anyone writing in, the person with the fitting key driving home the car.

A total of 16,000 keys were mailed out prior to May 24 when the unlocking began at 1 p.m. Some 24 hours later people were still trying keys and it was not until key number 18,751 (many people tried twice) that the tum-

Sign-off of the times • The above relaxed lass (Diane Haggin by name) is not modeling lingerie, mattresses or the latest French movie but purring "Goodnight" to the listeners of XETV (TV) Tijuana-San Diego. Miss Haggin is the Sign-Off Girl for the station, whose vice president and general manager, Julian Kaufman, decided a something different was needed in that department.

As the camera closes in (fogging over slightly), Miss Haggin yawns, "Oh, what a night . . . on channel six. Those darling megacycles—all 82 to 86 of them. And now . . . it's full power . . . all 100,000 watts. And to think, it's all made possible by those dear men at the Department of Telecommunications in Mexico City. It's really been *wonderful*. And just imagine, tomorrow I can spend another glorious day with channel six."

There is a sequel to the goodnight theme as Miss Haggin stretches and yawns before the director *slowly* dissolves to slides.

XETV is ch. 6, 82-86 mc, 100 kw. Miss Haggin is 36″-26″-35″.

blers were turned and a happy WAPI listener went home with a car.

The station broadcast live from the scene from noon to midnight on May 24 with all station personalities on hand to assist and entertain in the promotion.

Pitch with Schlitz

The familiar "move up to quality, move up to Schlitz" radio jingles are taking on a new guise and a new function this summer as a result of a tie-in between the Joseph Schlitz Brewing Co. through J. Walter Thompson Co., and Capitol Records. Henceforth, the musical spots will promote new albums of the performer as well as Schlitz beer.

First performer to get in on the arrangement is Mavis Rivers, whose voice will be heard 20 to 30 times a week over some 900 radio stations giving this message: "Hi! This is Mavis Rivers. I want you to be sure to hear my latest Capitol album 'Take a Number.' But first, here's a song you'll enjoy." Then comes the Schlitz jingle.

• Drumbeats

• When the World Champion New York Yankees raised eyes in the base ball world by sliding into the American League cellar, WCCC Hartford, Conn., raised the question to its listeners, "What's the matter with the Yankees?" A "Yankee" silver dollar was paid for explanations read on the air. WCCC reported an overwhelming amount of mail until the Yankees returned to the normalcy of winning ways.

• WRCV Philadelphia personalities Joe Grady and Ed Hurst garnered a 2,000 membership for their two-week "Take a Bath Club," part of the station's participation in the Philadelphia "Clean Up, Fix Up, Paint Up Month." For each listener's postcard attesting that he or she had taken a bath during the week, the WRCV pair sent a membership card and a cake of soap. RCA transistor radios were also awarded, based on a drawing of membership cards from WRCV's "bath tub."

• WOWO Fort Wayne, Ind., has "adopted" a service radio station for U.S. naval personnel in Turkey. Last year, at the request of the servicemen, WOWO had provided jingles for use with weather and time announcements over there. More recently, a report that the overseas station lacked recent record releases, prompted the Fort Wayne station to take steps to assure such a supply.

• As part of its merchandising WPEN Philadelphia offers to sponsors (who qualify) a seal with the legend "Radio Advertised and Quality Approved by WPEN."

• WNBF-AM-TV Binghamton, N.Y., reported that more than 10,000 visitors toured the new radio and television facilities in the Sheraton Inn during the open house that followed dedication ceremonies May 22.

• WTAR-TV Norfolk, Va., invited agencymen in the area to attend a briefing session on the uses of the latest A. C. Nielsen Co. county-by-county tv homes tabulation (BROADCASTING, May 18) when the service was introduced there. Dave Traylor of Nielsen addressed the group, explaining the background and applications of the rating company's figures.

• To vary the pattern of its regular *Record Hop*, which features teenagers at a studio dance, KNTV (TV) San Jose, Calif., arranged a special father-daughter night with 50 dads turning out with their offspring for a combined rock-and-roll and old time music session. Success of the event has prompted host Frank Darien to schedule a mother-son sequel on June 16.

• The 96 high school students who earned an A average in English, American Government, Mathematics and Advanced Science received WQAM Miami's first annual "Gold Key" awards last week. In addition, names of the students were announced on the air every hour in a special salute. Along with the engraved gold key, recipients received an album for autographs and pictures with the particular student's name embossed on the cover.

• Since the last week of May was National Transportation Week, WAVY

The ginchiest, dad • Musically-inclined members of the Advertising Club of Des Moines staged this impromptu jazz session for the club's recent annual elections (BROADCASTING, June 1). Billed as "The Beatniks With Music For Swinging Cats", they are (l to r): Ed LaGrave Jr., Truppe, LaGrave & Reynolds Adv. Agency, on tenor sax; James Ansorge, Pioneer Hi-Breed Seed Corn Co., piano; Charles Wheeler, J. M. Hickerson Adv. Agency, bass; KIOA General Manager James Dowell, clarinet; Ted Sloma, Polk County Tuberculosis & Health Assn., trumpet; Russ Truppe, Truppe, LaGrave & Reynolds, drums, and Ralph Zarnow, Zarnow Entertainment Service, trumpet.

Don't miss the June issue of . . .

BROADCAST ENGINEERING

A Monthly Technical Publication
Devoted Exclusively to Broadcasting

June features include:

"Operation Videofilm"—How to obtain best results with film on TV.
The causes and cures for crosstalk in FM multiplex transmitters.
New developments in video tape recorders.
Solving microphone loading problems.
and many others

Rate: $6.00 Per Year

Send your subscription order to:

BROADCAST ENGINEERING, P.O. Box 93, Kansas City 41, Mo.

Norfolk-Portsmouth, Va., originated its daily live *Digest* each afternoon of that week from the inside of a Trailways bus.

• To kickoff its coverage of 30 Little League baseball games, KXGI Fort Madison, Iowa, presented beeper phone interviews with National League President Warren Giles, Cub star Ernie Banks, Chicago White Sox executive Bill Veeck and other baseball names.

• KXOK St. Louis has inaugurated *Business Profiles*, 8-9 a.m. and 7-8 p.m., Monday through Friday, based on material compiled by the local chamber of commerce. Each profile contains a brief resume of a particular company's operations, products, founding date and information on its personnel.

• As part of its promotion "Summertime is Family Fun Time With WJZ-TV," the Baltimore station is conducting a "Win a Dodge for Dad" contest. Participants must state in 25 words why they'd like their father to have the 1959 Dodge first prize for the summer. Winner will be announced on WJZ at 11:50 p.m., June 21, the precise minute summer starts.

Manie Sacks' fund

The memorial show to NBC-TV talent-programming executive Manie Sacks, *Some of Manie's Friends* (NBC-TV, March 3) (BROADCASTING, Jan. 26), raised $150,000 in proceeds and contributions. The Emanuel Sacks Foundation has given the money to the Albert Einstein Medical Center, Philadelphia. Mr. Sacks died Feb. 9, 1858.

• Rochester Mayor Peter Barry has proclaimed the week of June 8 as "WROC-TV Ch. 5 10th Anniversary Week." And, in addition to its plans for many promotional and programming activities, the Rochester station has set its annual staff picnic for the exact anniversary date, June 11.

• KOLN-TV Lincoln, Neb., has been awarded an expense-paid trip for two to Rio de Janeiro and $500 for getting the best return on a Butter-Nut flower seed offer. The campaign, also carried by 64 other stations, was handled on KOLN-TV by weatherman Bob Taylor.

• WSJM St. Joseph-Benton Harbor, Mich., gave the local "Miss Blossom Time 1959" a one-year scholarship at Western Michigan U. The winner was chosen over 28 competitors at Southwestern Michigan's Blossom Festival.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 27 through June 3. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Flagstaff Ariz. — Greentree Communications Enterprises Inc. vhf ch. 9 (186-192 mc); ERP 0.195 kw vis., 0.97 kw aur.; ant. height above average terrain -157 ft., above ground 168 ft. Estimated construction cost $121,492, first year operating cost $130,000, revenue $145,000. P.O. address Box 8, Box 213, Tucson, Ariz. Studio-trans. location 1 mile east of Flagstaff on U.S. 60. Geographic coordinates 35° 11′ 25″ N.Lat., 111° 37′ 52″ W.Long. Trans.-ant. RCA. Legal counsel none. Consulting engineer none. Principals include (16⅔% each): **Stanley N. Schultz, Arthur V. Dudley Jr., J. D. McCullough, Louis Hirsch, L. P. Graham** and **Clague A. Van Slyke.** Mr. Schultz is former manager KOLD Tucson. Messrs. Dudley and Hirsch are medical doctors. Mr. Graham owns pet hospital. Mr. Graham is Air Force veterinarian. Ann. June 2.

Louisville, Ky.—United Electronics Laboratories Inc. uhf ch. 51 (692-698 mc); ERP 21.19 kw vis., 11.44 kw aur.; ant. height above average terrain 242 ft., above ground 342 ft. Estimated construction cost $60,881, first year operating cost $79,044, revenue $65,000. P.O. address 3947 Park Drive, Louisville. Studio-trans. location 3947 Park Drive, Shively, Ky. Geographic coordinates 38° 11′ 38″ N.Lat., 85° 48′ 32″ W.Long. Trans.-ant. RCA. Legal counsel Spearman & Roberson, Washington, D.C. Sole owner is **Werth L. Rector,** owner United Electronic Labs., technical training school. Ann. May 27.

Escanaba, Mich.—Norbertine Fathers vhf ch. 3 (66-72 mc); ERP 100 kw vis., 60 kw aur.; ant. height above average terrain 853 ft., above ground 804 ft. Estimated construction cost $327,500, first year operating cost $85,000. P.O. address 115 S. Jefferson St., Green Bay, Wis. Studio location to be satellite of WBAY-TV Green Bay, Wis. Trans. location near Powers, Mich. Geographic coordinates 45° 42′ 45″ N.Lat., 87° 31′ 30″ W.Long. Trans.-ant. RCA. Norbertine Fathers own WBAY-TV Green Bay, Wis. Escanaba station would be satellite of WBAY-TV. Ann. June 3.

Medford, Ore.—Tot Industries Inc. vhf ch. 10 (192-198 mc); ERP 11.2 kw vis., 5.6 kw aur.; ant. height above average terrain -232 ft., above ground 240 ft. Estimated construction cost $119,000, first year operating cost $150,000, revenue $180,000. P.O. address 1017 Reddy Ave., Medford. Studio-trans. location East Hillcrest Rd., Medford. Geographic coordinates 42° 19′ 41″ N.Lat., 122° 49′ 06″ W.Long. Trans.-ant. RCA. Legal counsel Hearne & Spillane, San Francisco, Calif. Consulting engineer Robert L. Hammett, San Francisco, Calif. Principals include **John F. Williams Jr., Gene L. Barlow, Dwight A. Robbins, Franklin S. Pinnock** (12½% each) and 12 others. Mr. Williams owns Medford background music service. Mr. Barlow is auto salesman. Ann. June 1.

Existing Tv Stations

ACTIONS BY FCC

KTVE (TV) El Dorado, Ark.—Granted waiver of Sec. 3.652 (a) to permit it to identify itself as Monroe, La., as well as El Dorado. Comrs. Bartley and Ford dissented. Ann. May 27.

KARD-TV Wichita, Kan. — Granted renewal of license. By letter, is being reminded of requirement for full identification of source and/or sponsor as result of its telecasting of kinescope summaries of "Kohler hearings." Chmn. Doerfer abstained from voting. Ann. May 27.

WPTT (TV) Augusta, Me. — Designated for hearing application to change trans. location 2.7 miles southeast of present site, increase ant. height from 497 ft. to 946 ft., and make equipment changes; made Dept. of Navy and Dept. of Air Force parties to proceeding. Ann. May 27.

WHEC-TV, WVET-TV (ch. 10 share-time) **Rochester, N.Y.**—Granted applications for cps to increase vis. ERP from 123 kw to 316 kw, change type trans. and make other equipment changes; without prejudice to such action as Commission may deem appropriate as result of final decision in appeal now pending in Court of Appeals for District of Columbia Federal Broadcasting System Inc., vs. FCC (No. 15,005). Comr. Craven not participating. Ann. May 27.

KDSJ-TV Deadwood, S.D. — Granted applications for (1) mod. of cp to change main studio and trans. site to Lead, increase vis. ERP to 25.1 kw, with aur. ERP 12.6 kw and ant. height to 430 ft., and (2) extension of six months to complete construction. By letter, denied petition by Duhamel Enterprises Inc. (KOTA-AM-TV Rapid City) to

YOUR SALES MESSAGE HITS THE 50,000 TV HOMES

covered by

KMSO-channel 13

THINGS BEGIN TO HAPPEN IN WESTERN MONTANA

BECAUSE . . .

KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for

KGVO RADIO TOO

CBS — ABC — NBC

ask FORJOE or

KMSO-KGVO — MISSOULA, MONT.

designate extension application for hearing. Ann. May 27.

WXIX (TV) Milwaukee, Wis. — Waived Commission's policy against issuance of STA to permit reinstitution of tv programming, and granted authority to operate temporarily to June 30 pending filing of license application. Ann. May 27.

Translators

ACTIONS BY FCC

El Paso Natural Gas Co., Navajo Compressor Station, Ariz.—Granted cps for two new tv translator stations to translate programs of Albuquerque, N.M., stations—one on ch. 70 to translate programs of KOB-TV (ch. 4), and other on ch. 74 to translate programs of KOAT-TV (ch. 7). Ann. June 3.

Town of Springerville, Springerville and Eager, Ariz.—Granted cp for new tv translator station on ch. 70 to translate programs of KOOL-TV (ch. 10) Phoenix, Ariz. Ann. June 3.

Countywide T. V. Inc., Burns, Ore.—Granted cps for two new tv translator stations to translate programs of Boise, Idaho stations—one on ch. 71 to translate programs of KBOI-TV (ch. 2), and other on ch. 76 to translate programs of KTVB (TV) (ch. 7). Ann. May 27.

Northeastern Pennsylvania Bcstg. Inc., Clarks Summit, Pa.—Granted cp for new tv translator station on ch. 73 to translate programs of WNEP-TV (ch. 16) Scranton, Pa. Ann. May 27.

WBRE-TV Inc., Clarks Summit, Dalton and Waverley, Pa.—Granted cp for new tv translator station on ch. 79 to translate programs of WBRE-TV (ch. 28) Wilkes-Barre. Ann. May 27.

New Am Stations

ACTIONS BY FCC

Willcox, Ariz. — Paul Merrill. Granted 1250 kc, 1 kw D. P.O. address 105 Yucca Dr., Safford, Ariz. Estimated construction cost $10,662, first year operating cost $18,000, revenue $24,000. **Paul Merrill,** sole owner, has 17½% interest in KGLU Safford, KWJB-AM-FM Globe, KCKY Coolidge, KVNC Winslow and KCLF Clifton, all Arizona. Ann. May 27.

San Luis Obispo, Calif.—Rex O. Stevenson Granted 1400 kc, 250 w unl. P.O. address 3560 Washington St., San Francisco. Estimated construction cost $16,200, first year operating cost $52,000, revenue $61,000. Mr. Stevenson, sole owner, is San Francisco businessman with varied interests. Ann. June 3.

San Luis Obispo, Calif.—Valley Electric Co. Granted 1280 kc, 500 w D. P.O. address 661 Higuera St., San Luis Obispo. Estimated construction cost $49,630, first year operating cost $84,300, revenue $96,000. Owners are **Christina Jacobson** (two-thirds) and **Leslie Hacker** (one-third) who formerly were partners in KVEC-AM-TV San Luis Obispo. Ann. May 27.

Clewiston, Fla. — Sugarland Bcstg. Co. Granted 1050 kc, 250 w D. P.O. address Box 1027, Arcadia, Fla. Estimated construction cost $17,265, first year operating cost $15,500, revenue $22,000. **Francis Denmead,** sole owner, is motelman. Ann. May 27.

Honolulu, Hawaii — Windward Bcstg. Co. Ltd. Granted 1170 kc, 250 w. P.O. address Box 607, Kaneohe, Hawaii. Estimated construction cost $4,300, first year operating cost $15,000, revenue $21,600. Windward operates KANI Kaneohe. Ann. June 3.

Boise, Idaho—Boise Bcstg. Assoc. Granted 790 kc, 1 kw D. P.O. address Box 8, Menlo Park, Calif. Estimated construction cost $27,218, first year operating cost $37,000, revenue $45,000. Owners are realtor **Carl Hansen** and his wife. Ann. June 3.

Watertown, N.Y.—Thousand Islands Bcstg. Co. Inc. Granted 1410 kc, 5 kw D. P.O. address 560 W. Main St., Watertown. Estimated construction cost $33,539, first year operating cost $52,000, revenue $65,000. Two-thirds owner, **Francis Johnston,** is housewife. Ann. June 3.

APPLICATION

Eugene, Ore.—W. Gordon Allen 1320 kc, 1 kw D. P.O. address 260 Hansen Ave., Salem, Ore. Estimated construction cost $16,500, first year operating cost $45,000, revenue $78,000. Mr. Allen has interests in KGAL Lebanon, KGAY Salem, KSGA Redmond, all Oregon, and KMAR Winnsboro, La. Ann. May 27.

Existing Am Stations

ACTIONS BY FCC

WGWC Selma, Ala.—Granted change from specified hours to unl. operation, continuing operation on 1340 kc, 250 w. Ann. May 27.

KTKT Tucson, Ariz. — Granted cp to change from day to unl. time, with 1 kw-N DA-2, continuing operation on 990 kc with 10 kw-D; engineering conditions. Ann. June 3.

WKNX Saginaw, Mich.—Granted change on 1210 kc from 1 kw D to 10 kw DA-D; engineering conditions. Ann. May 27.

KASM Albany, Minn.—Granted increase in power from 500 w to 1 kw, continuing operation on 1150 kc, D; engineering condition. Ann. May 27 .

WOOW Washington, N.C.—Granted application to change station location to Greenville, N.C.; engineering condition. Ann. May 27.

KBAM Longview, Wash.—Is being advised that, unless within 20 days it requests hearing, its application for additional time to construct new 5 kw trans. will be dismissed and outstanding cp will be cancelled. (Is licensed on 1270 kc, 1 kw D.) Ann. May 27.

KRSC Othello, Wash.—Granted change in facilities from 1450 kc, 100 w unl. to 1400 kc, 250 w unl.; remote control permitted. Ann. May 27.

WMAM Marinette, Wis.—Granted change on 570 kc from 100 w-N, 250 w-LS, to 1 kw-N, 5 kw-LS, DA-2; engineering conditions. Ann. May 27.

APPLICATIONS

KELD El Dorado, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. May 27.

WIBB Macon, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans. (1280 kc). Ann. May 29.

WBMK West Point, Ga.—Cp to change frequency from 1310 kc to 910 kc; decrease power from 1 kw to 500 w; make changes in transmitting equipment. Ann. June 1.

WPRS Paris, Ill.—Cp to increase power from 500 w to 1 kw; install new trans. (1440 kc). Ann. June 1.

WKKS Vanceburg, Ky.—Cp to increase power from 250 w to 1 kw and install new trans. (1570 kc). Ann. May 27.

KSIW Woodward, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 1.

KKID Pendleton, Ore. — Cp to inerease daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. June 3.

WSNO Barre, Vt.—Mod. of cp to increase daytime power from 250 w to 1 kw and change type trans. (1450 kc). Ann. June 1.

WKTY La Crosse, Wis. — Cp to make changes in DA-N system (580 kc). Ann. June 1.

WOSH Oshkosh, Wis.—Cp to increase daytime power from 250 w to 500 w and install new trans. (1490 kc). Ann. June 1.

New Fm Stations

ACTIONS BY FCC

Fresno, Calif.—Elbert H. Dean & Richard E. Newman. Granted 102.7 mc, 2.85 kw. P.O. address 5226 N. Teilman Ave. Estimated construction cost $15,000, revenue $20,000. Equal partners, Mr. Dean is chief engineer KARM-AM-FM Fresno and Mr. Newman is engineer Video Corp., San Diego. Ann. May 27.

Fresno, Calif.—Edward W. Stokes Sr. Granted 104.7 mc, 2.9 kw. P.O. address 2964 E. McKenzie Ave., Apt. B. Estimated construction cost $15,150, first year operating cost $30,000, revenue $35,000. Mr. Stokes is minority owner and manager of drive-in theatres. Ann. May 27.

Miami, Fla.—Bayfront Bcstg. Corp. Granted 93.1 mc, 17.5 kw. P.O. address 601 Northeast 30 Terrace. Estimated construction cost $24,287, first year operating cost $20,000, revenue $25,000. Principals are **Richard L. Lapidus, C. Russell Lea, Clinton C. Wells** (16.6%) and nine others, with less than 6% interest each. Mr. Lapidus and Mr. Wells are employees of advertising agencies and Mr. Lea is employee WPIX-TV New York. Ann. June 3.

***Chicago, Ill.—Moody Bible Intitute of Chicago.** Granted 90.1 mc, 47 kw. P.O. address 820 N. LaSalle St., Chicago 10. Estimated construction cost $32,330, first year operating cost $20,560. Applicant owns WMBI Chicago, WCRF-FM Cleveland and has cp for am station in Moline, Ill., all noncommercial. Ann. June 3.

Fort Wayne, Ind.—Sarkes Tarzian Inc. Granted 95.1 mc, 44 kw. P.O. address East Hillsdale Drive, Bloomington, Ind. Estimated construction cost $28,700, first year operating cost $30,000, revenue $20,000. Applicant owns WTTS, WTTV-FM-TV Bloomington, and WPTA (TV) Roanoke, Ind. Ann. May 27.

Prestonburg, Ky.—Gordon Collins. Granted 95.5 mc, 16.5 kw. P.O. address Lackey, Ky. Estimated construction cost $16,321, first year operating cost $5,000, revenue $10,000. Mr. Collins owns WDOC Prestonburg. Ann. June 3.

***Duluth, Minn.—U. of Minnesota.** Granted 89.1 mc, 10 w. P.O. address Duluth 12. Estimated construction cost $1,301, first year operating cost $1,000. Ann. May 27.

Kansas City, Mo.—National-Missouri T.V Inc. Granted 102.1 mc, 56 kw. P.O. address 1837 S. Vermont Ave., Los Angeles 54. Estimated construction cost $40,595. Applicant owns WDAF-AM-TV Kansas City. Ann. May 27.

Kearney-Holdrege, Neb.—Bi-States Co. Granted 98.9 mc, 57 kw. P.O. address 414-416 East Ave., Holdrege. Estimated construction cost $27,190, first year operating cost $8,000, revenue $18,000. Bi-States owns KHOL-TV Kearney. Ann. June 3.

Omaha, Neb., Council Bluffs, Iowa—Nonpareil Bcstg. Co. Granted 98.7 kc, 3.1 kw. P.O. address 120 S. Main St., Council Bluffs, Iowa. Estimated construction cost $6,356, first year operating cost $1,200, revenue $2,500. Applicant owns KSWI Council Bluffs. Ann. May 27.

Wildwood, N.J.—Francis J. Matrangola. Granted 100.7 mc, 3.5 kw. P.O. address 3010 New Jersey Ave., Wildwood. Estimated construction cost $9,661, first year operating cost $5,000, revenue $5,000. Sole owner, Mr. Matrangola, is owner WCMC Wildwood. Ann. June 3.

Aztec, N.M.—I. E. Shahan. Granted 94.9 mc, 3.4 kw. P.O address 407 W. Broadway, Farmington, N.M. Estimated construction cost $5,215, first year operating cost $8,000, revenue $8,000. Sole owner, Mr. Shahan, is permittee KNDE Aztec. Ann. May 27.

Tulsa, Okla.—Grayhill Inc. Granted 97.5 mc, 1.5 kw. P.O. address 1223 S. Harvard. Estimated construction cost $19,700, first year operating cost $8,000, revenue $9,500. Applicants are **Meridith R. Gray,** former owner recording firm, and **Claude H. Hill,** chief engineer U. of Tulsa station KWGS-FM and former owner recording firm. Ann. May 27.

Memphis, Tenn.—Quality Music of America Inc. Granted 95.5 mc. 1.3 kw. P.O. address Suite 1401, 81 Madison Bldg. Estimated construction cost $14,000, first year operating cost $22,500, revenue $27,000. Applicants include **Eugene C. Fitzhugh** and **Barbara Jean Smith** (12.2% each) and 13 others. Mr. Fitzhugh is attorney. Mrs. Smith is housewife. Ann. June 3.

Nashville, Tenn.—WSIX Inc. Granted 97.5 mc, 9 kw. P.O. address 1402 Nashville Trust Bldg. Estimated construction cost $3,504,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

first year operating cost $2,400, revenue $2,400. Applicant owns WSIX Nashville. Ann. May 27.

Opportunity, Wash.—KZUN Inc. Granted 96.1 kc, 3.32 kw. P.O. address Box 123. Estimated construction cost $11,430, first year operating cost $5,000, revenue $6,000. Applicant owns KZUN Opportunity. Ann. May 27.

APPLICATIONS

Hayward, Calif.—Bay Shore Bcstg. Co. 101.7 mc, 0.833 kw. P.O. address Box 481, Taylorville, Ill. Estimated construction cost $12,715, first year operating cost $9,000, revenue $10,000. Principals are **Keith Moyer** (75%) and **James Hildebrand** (25%). Mr. Moyer has majority interest in WTIM Taylorville, Ill. Mr. Hildebrand is general manager WTIM. Ann. May 27.

Sacramento, Calif.—E. F. Weerts 101.7 mc, 0.91 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $11,598, first year operating cost $33,600, revenue $42,000. Mr. Weerts owns San Diego, Calif. dining room. Ann. June 1.

Detroit, Mich.—Taliesin Bcstg. Co. 106.7 mc, 2.82 kw. P.O. address 6060 N. Ewing St., Indianapolis 20, Ind. Estimated construction cost $10,061, first year operating cost $22,500, revenue $26,500. Sole owner is **Mary W. Carpenter,** housewife. Ann. June 2.

York-Hanover, Pa.—Radio Hanover Inc. 98.5 mc, 7.2 kw. P.O. address Box 268, Hanover, Pa. Estimated construction cost $29,427, first year operating cost $20,000, revenue $22,000. Applicant owns WHVR Hanover. Principals are **John D. Bare** (50.5%) and **Philip A. Rohrbaugh** (49.4%). Ann. May 29.

Existing Fm Stations

ACTION BY FCC

WBCN (FM) Boston, Mass.—Granted SCA to engage in functional music operation on multiplex basis. Ann. June 3.

APPLICATION

KTOP-FM Topeka, Kan.—Mod. of cp to change frequency from 100.1 mc to 100.3 mc, increase ERP from 0.76 kw to 1 kw, install new trans., change ant.-trans. location, increase ant. height above average terrain from 103.4 ft. to 242.4 ft., operate trans. by remote control from studio location. Ann. May 29.

Ownership Changes

ACTIONS BY FCC

WEDR Birmingham, Ala.—Granted transfer of control from **Edwin H. Estes** to **Radio Birmingham Inc. (James R. Bonfils,** president); consideration $225,000. Ann. May 27.

WKAB Mobile, Ala.—Granted assignment of license to **Radio Mobile Inc. (John C. Smith,** president); consideration $250,000 and agreement that assignor will not engage in radio business for five years within 25 miles. Ann. June 3.

KMOP Tucson, Ariz.—Granted assignment of license to **Pima Bcstg. Co. (L. B. Clayton,** president); consideration $140,000. Ann. June 3.

KAFE (FM) Oakland, Calif.—Granted assignment of license to **Hal Cox**; consideration $57,000 plus $50 daily from Dec. 18, 1958 to date of closing. Ann. May 27.

WAGA-AM-FM Atlanta, Ga. — Granted assignment of licenses from **Storer Bcstg. Co.** to **Plough Radio Inc.** (has wholly owned subsidiary companies which own WCAO-AM-FM Baltimore, WJJD Chicago, WCOP-AM-FM Boston, and WMPS-AM-FM Memphis) consideration $830,000 Comr. Bartley dissented. Ann. May 27.

WPLK Rockmart, Ga. — Granted assignment of cp from **James G.** and **Stephens B. McGarity** and **Leslie E. Gradick Jr.** to **Georgia Radio Inc.** (Mr. Gradick and **John P. Frew**); consideration $210 for expenses. Ann. May 27.

WDEW Westfield, Mass.—Granted assignment of license from **Albert L. Capstaff** to **Westfield Bcstg. Inc. (Harold J. Martin,** president); consideration $80,626. Ann. June 3.

KRMS Osage Beach, Mo.—Granted assignment of license to **James L. Risner Jr.** and **Ella Mae Risner,** d/b **Central Missouri Bcstg. Co.**; consideration $40,000. Ann. May 27.

KABQ Albuquerque, N.M.—Granted assignment of license to **Sandia Bcstg. Corp. (Oscar I. Dodek,** president); consideration $275,000 and agreements that Mr. Dodek purchase certain real estate used as station studio and offices from **Nancy W. Sleighel,** one of assignor's stockholders, and **Edward M. Sleighel** to be consultant for six years for $50,000 gross. Ann. June 3.

WEBO Owego, N.Y.—Granted assignment of license to **Tioga County Bcstg. Corp. (M. S. Weiss,** president); consideration $76,000. Ann. June 3.

WIDU Fayetteville, N.C.—Granted assignment of license to **WIDU Bcstg. Inc.**; stock transaction. Ann. June 3.

WDAU-TV Scranton, Pa.—Granted transfer of control from **WCAU Inc.** to **WGBI Radio Inc.** (WGBI-AM-FM Scranton); consideration $700,000. Ann. May 27.

KOPY Alice, Tex.—Granted assignment of license to **Leon S. Walton,** d/b **Alice Bcstg. Co.**; no change in ownership. Ann. June 3.

KADO Marshall, Tex.—Granted transfer of control from **Wm. R. Sinkin,** et al., to **Lone Star Steel Co. (E. B. Germany,** president); consideration $1,500. Ann. May 27.

WILA Danville, Va.—Granted assignment of license from **WILA Inc.** to **Eastern Bcstg. Corp.** (WCHV Charlottesville, Va.); consideration $45,000. Ann. May 27.

WHYE Roanoke, Va.—Granted assignment of license to **Joseph Mullen** and **Jon A. Holiday,** d/b **Roanoke Bcstrs.**; consideration $125,000. Ann. May 27.

APPLICATIONS

WTVY (TV) Dothan, Ala.—Seeks transfer of control of **WTVY Inc.** from **J. H. McMullan** (4.9%) to **Charles Woods** (46.95%) for $15,000. After transfer, Mr. Woods will own controlling interest. Ann. May 29.

WIRB Enterprise, Ala.—Seeks transfer of control of **Wiregrass Bcstg. Co.** from **Ralph M. Stanford** to **R. E. James** for $32,114. Each presently owns 50% of WIRB. Ann. May 27.

WCNH Quincy, Fla.—Seeks assignment of license from **Quincy Bcstg. Corp.** to **Big Bend Bcstg. Corp.** for $90,000. Big Bend is owned by William S. Dodson, radio-tv director for Washington, D.C. ad agency. Ann. June 1.

WJOE Ward Ridge, Fla.—Seeks assignment of license from **Vacationland Bcstg. Inc.** to **National Radio of Port St. Joe** for $31,000. Applicants are **Martin J. Begley Jr.** and **Robert D. Sidwell** (50% each). Mr. Sidwell owns Orlando, Fla., ambulance service. Mr. Begley is employe WJOE. Ann. June 3.

WQUB Galesburg, Ill.—Seeks assignment of license from **Knox County Bcstg. Corp.** to **Webster Bcstg. Co.** for $80,000. Equal, one-third owners are **Frederick C. Webster Jr.** (real estate), **Harold B. Inman** (auto sales & service), and **Fred W. Aspey Jr.** (general contractor). Ann. June 1.

KJFJ Webster City, Iowa—Seeks transfer of control of **Triangle Bcstrs. Inc.** from **Glen & Opal Barnett** (50%) to **D. D. & Mary K. Treu** (50%) for $13,750. Ann. May 27.

WEZJ Williamsburg, Ky. — Seeks assignment of license from **Whitley County Bcstg. Co.** to **Whitley County Bcstg. Inc.** No consideration. Ann. May 29.

WGAY, WSHO-FM Silver Spring, Md.—Seeks assignment of license and cp from **Connie B. Gay** to **WGAY Inc.** (wholly owned by Mr. Gay). No consideration involved. Ann. June 3.

WLAU Laurel, Miss.—Seeks transfer of control of **Southland Bcstg. Co.** from **Norma H. Leggett** (33.3%) and **Chalmers T. McCallum** (33.3%) to **Eugene T. Tibbett, Stewart J. Gilchrist** and **Norma H. Leggett** for $5,000. Mr. Tibbett is general manager WLAU. Ann. June 2.

WTKO Ithaca, N.Y.—Seeks transfer of control of **Radio Ithaca Inc.** from **Thompson K. Cassel** to **Ellis E. Erdman, Pauline B. Treman, Allan H. Treman** and **James J. Clynes Jr.** for $77,500. Mr. Erdman has interests in WTKO, WEBO Owego, WACK Newark and WOLF Syracuse, all New York. Mr. and Mrs. Treman and Mr. Clynes have interests in WOLF. Ann. June 1.

KBBB Berger, Tex.—Seeks assignment of license from **R. L. McAlister** to **Robert M.** and **Dixie Dice Watson** for $70,000. Mr. Watson is employe KGNC-TV Amarillo, Tex. Mrs. Watson owns dancing school. Ann. June 3.

KBUS Mexia, Tex.—Seeks assignment of license from **Bi-Stone Bcstg. Co.** to **Mexia Bcstg. Inc.** for $42,500. Applicants are **Thomas R. Elkins** (7%), **Jane Winters Elkins** (46%) and **Herbert A. Winters** (46%). Mr. Elkins is employe KSTT Davenport, Iowa. and Mr. Winters is insurance company executive. Ann. May 27.

KVI Seattle, Wash. — Seeks transfer of control of **Puget Sound Bcstg. Inc.** from **Laura M. Doernbecher** and others to **Golden West Bcstrs.** for $770,000. Applicants include **Melody Ranch Enterprises** (51%, to be voted by **Gene Autry**); **Robert O. Reynolds** (14.33%); **Enna Lee Reynolds** (13.17%) and others. Golden West Bcstrs. owns KMPC Los Angeles and KSFO San Francisco. Mr. Autry also has interests in KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Ann. May 27.

KXA Seattle, Wash. — Seeks transfer of control of **KXA Inc.** from **Cassius E. Gates** and 24 others to **Wesley I. Dumm** for $149,270. Mr. Dumm presently owns 24.9% of KXA. Ann. June 1.

WHBY Appleton, Wis.—Seeks assignment

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

of license from **WHBY Inc.** to present owners: **Norbertine Fathers.** No consideration involved. Ann. May 29.

Hearing Cases

FINAL DECISIONS

By decision, Commission revoked cp of Nevada Telecasting Corp for KAKJ (TV) (ch. 4), Reno, Nev. Chairman Doerfer abstained from voting. (Initial decision of March 10, 1958 looked toward this action.) Ann. June 3.

By memorandum opinion and order, Commission, on petition by Western Nebraska Televison Inc., dismissed latter's application for new tv station to operate on ch. 13 in Alliance, Neb., and terminated proceedings. Comr. Cross not participating. Ann. June 3.

INITIAL DECISIONS

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Southland Bcstg. Co., to change frequency of WLAU Laurel, Miss., from 1600 kc to 1430 kc, continuing operation with 5 kw, D. Ann. June 2.

Hearing Examiner Herbert Sharfman issued initial decision looking toward denying application of Jane A. Roberts for license to cover cp for new am station (KCFI) to operate on 1250 kc, 500 w, DA, D, in Cedar Falls, Iowa. Ann. May 28.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Lakeside Bcstrs for new am station to operate on 1270 kc, 1 kw, D, in Sparks, Nev. Ann. May 28.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Young People's Church of Air Inc., for new class B station to operate on 104.5 mc in Philadelphia, Pa., and denying similar application of WJMJ Bcstg. Corp. Ann. May 27.

STAFF INSTRUCTIONS

Commission on June 3 directed preparation of document looking toward denying petition by Joseph M. Ripley Inc., for reconsideration of April 8 memorandum opinion and order which, on motion by Dan Richardson, struck exceptions of Ripley to Aug. 19, 1958 initial decision looking toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville.

Commission on June 3 directed preparation of document looking toward denying application of Tucumcari Television Inc., for new tv translator station on ch. 70 in San Jon, N.M., to translate programs of station KFDA-TV (ch. 10), Amarillo, Tex. (April 22 order denying Tucumcari application was, on May 6, set aside, and oral argument was held in proceeding.)

Commission on June 3 directed preparation of document looking toward affirming June 4, 1958 grant of application of South Bay Bcstg. Co. for new class A fm station to operate on 93.5 mc in Redondo Beach, Calif., and denying protests by Coast Radio Bcstg. Corp. (KPOL-FM) and CBS Radio (KNX-FM), Los Angeles. (Jan. 8 initial decision looked toward this action.)

OTHER ACTIONS

By order on petition by Walter L. Follmer, Commission severed from present consolidated hearing on more than 20 am applications in applications of Follmer for new station to operate on 1560 kc, 1 kw, DA-1, U, n Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR) New York City, to change from DA-1 to DA-2, continuing operation on 1560 kc, 50 kw, U, and Booth Bcstg. Co. (WTOD), Toedo, Ohio, to increase power from 1 kw to 5 kw, using DA, continuing operation on 1560 kc, 50 D; placed these three applications in separate consolidated hearing on issues specified as to them; also severed parties respondent Coshocton Bcstg. Co. (WTNS), Coshocton, Ohio, Washita Valley Bcstg. Co. (KWCO), Chickasha, Okla., and E. Weaks McKinney-Smith (WDXR), Paducah, Ky., and made them parties to proceeding on severed applications. Ann. May 28.

By memorandum opinion and order, Commission granted petition by Fairview Bcstrs., Rensselaer, N.Y., to extent of adding certain issues in proceeding on its application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes- Watervelıet, N.Y., for new am stations to operate on 1300 kc. Ann. June 3.

By memorandum opinion and order, Commission denied petition by Greenwich Bcstg. Corp. for leave to amend its application for new am station to operate on 1490 kc, unl., in Greenwich, Conn., to specify power of 100 watts instead of 250 watts, and to reopen record to include this change of power. Comr. Lee dissented; Comrs. Ford and Cross not partcipating. (December 19, 1957 initial decision looked toward denying application.) Ann. June 3.

By memorandum opinion and order, Commission (1) set aside April 8 grant of application of John E. Riesen, executor, to move trans. site of station KXII (TV) ch. 12, Ardmore, Okla., reduce, vis ERP from 19.6 dbk, increase ant. height from 850 to 900 ft., and make equipment changes, and dismissed application pursuant to Sec. 1.312(a) of rules since new application was filed May 18 requesting that trans. location be changed to site previously authorized; (2) denied request by Texoma Land Television Inc., for extension of time to effectuate assignment of cp form estate of John F. Easley, deceased, to Texoma, which was granted April 8; and (3) declared moot that portion of protest and petition for reconsideration filed by Texas State Network Inc. (KFJZ-TV, ch. 11), Fort Worth Texas, with respect to Commission's April 8 action granting assignment of cp for station KXII, and dismissed protest otherwise. Ann. June 3.

By memorandum opinion and order, Commission (1) granted assignment of cp of WAUB, Auburn, N.Y., from Herbert P. Michels to Atom Bcstg. Corp. (J.R. Poppele, president, has minor interest in WNEW-AM-FM-TV New York City, WTTG-TV, Washington, D.C., and WHK-AM-FM Cleveland, Ohio) Michels is assignee's vice president with 25% interest; consideration $5,400 for out-of-pocket expenses; without prejudice to such action as Commission may deem warranted as result of final determination in hearing proposed in Aug. 5, 1958 memorandum opinion and order involving WAUB and renewal of licenses of stations WMBO-AM-FM Auburn; and (2) denied petitions by WMBO Inc., and Auburn Publishing Co. (WMBO-AM-FM), Auburn, to reconsider April 10 grant of WAUB application for additional time to construct station, and to designate that application and instant assignment application for hearing. Ann. June 3.

By memorandum opinion and order in proceeding on competing applications of Fisher Bcstg. Co. and Tribune Publishing Co. for new tv stations to operate on ch. 2 in Portland, Ore., Commission (1) denied petition by Fisher for leave to amend its application to change trans. site to location nearer Portland and change financial data; (2) denied as moot request by Oregon Television Inc. (KPTV (TV) ch. 12), Portland, to remove Fisher application from hearing status; and (3) denied as moot motion by Fisher to strike opposition of KPTV. Ann. June 3.

By separate memorandum opinion and order in above proceeding, Commission (1) denied petition by Tribune Publishing Co for leave to amend its application to change trans site to location nearer Portland and change financial data and (2) denied as moot request by KPTV to remove Tribune application from hearing status. Ann. June 3.

By memorandum opinion and order, Commission denied petition by Standard Bcstg. Corp. for investigation to determine whether Clifford C. Harris knew or had reason to know, pior to 1940, that he was not citizen of United States. Standard and Harris are competitive applicants for new am stations to operate on 1440 kc, D, with 500 w and 1 kw, respectively, in Owego, N.Y. Ann. June 3.

By order, Commission denied petition by Herman E. Sayger, d/b Sayger Bcstg. Co., insofar as it requests consolidation of his application for new am station to operate on 1250 kc, 500 w-N, 1 kw-LS, DA-2, in Tiffin, Ohio, and six other applications, for hearing in proceeding on application of Malrite Bcstg. Co., for new am station to operate on 1600 kc, 500 w, D, in Tiffin. Ann. May 27.

By letter, Commission denied request of Sunbury Bcstg. Corp., for waiver of Sec. 1.351 of rules to permit processing of its application for change in facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, U, to 1070 kc, 1 kw-N, 10 kw-LS, DA-2, and advised that application will be held without action pending conclusion of proceedings in Docket 8333 (daytime skywave interference). Ann. May 27.

By order, Commission granted request by Electronic Industries Association and extended time from June 10 to Dec. 11 to file comments to March 12 further notice of inquiry which enlarged scope of proceeding looking into possible wider uses for fm Subsidiary Communications Authorizations to include specific data on subject of Stereophonic broadcasting by fm stations. Comr. Bartley dissented. Ann. June 3.

Commission scheduled following tv proceedings for oral argument on July 10: Television Bcstrs. Inc., KPBX Bcstg. Co., and Brown Telecasters Inc., Beaumont, Tex., ch. 12; and Sarkes Tarzian Inc., and George A. Brown Jr., Bowling Green, Ky., ch. 13. Ann June 3.

Commission scheduled following proceedings for oral argument on June 15: am applications of Jefferson Radio Co., Irondale, Ala., and Bessemer Bcstg. Co. Inc. (WBCO), Bessemer, Ala.; and Palm Springs Translator Station, Inc., Palm Springs, Calif.

David M. Segal, Boulder, Colo.; Denver Bcstg. Co., Denver, Colo.; Satellite Center Radio Co., Arvada, Colo.—Designated for consolidated hearing applications for new am stations to operate on 1550 kc, D—Segal with 1 kw, and Denver and Satellite with 10 kw; made KLOV Loveland, Colo., party to proceeding. Ann. June 3.

Madison County Bstcrs.; Tri-Cities Bcstg. Co.; East Side Bcstg. Co., Granite City, Ill.—Designated for consolidated hearing applications for new am stations to operate on 920 kc, 500 w, DA-D.

WTXL West Springfield, Mass.—Designated for hearing application to increase daytime power from 250 w to 1 kw, DA-D, continuing operation on 1490 kc with 250 w-N in consolidation with application of Tobacco Valley Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA-D, in Windsor, Conn. New order supersedes Dec. 3, 1958 hearing order with respect to issues only; made WKVT Brattleboro, Vt., and WNLC New London, Conn., parties to proceeding. Ann. May 27.

Audiocasting of Texas Inc., Waco, Texas; Horace K. Jackson Sr., Gatesville, Texas—Designated for consolidated hearing applications for new am stations to operate on 1580 kc—Audiocasting with 500 w-N, 1 kw-LS, DA-2, and Jackson with 250 w, D; made KBUS Mexia, and KHBR Hillsboro, both Texas, parties to proceeding; denied KHBR request for additional time to answer Commission's March 10 letter. Ann. May 27.

Routine Roundup

By order, Commission postponed for another year—to June 1, 1960—effective date of rules requiring tv stations to have type-ap-

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

Now... 4 offices to better serve you...

CINCINNATI, O.
Paul E. Wagner
Fifth Third Bank Bldg.
DUnbar 1-7775

WEST COAST
Lincoln Dellar & Co.
Santa Barbara, Calif.
WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

proved frequency and modulation monitors at station whenever trans. is in operation, and amended Sec. 3.690(a) and 3.691(a) of rules to reflect new date. In view of continued development of more stable frequency control circuits in am, fm and tv transmitters, Commission is considering a review of its requirements regarding continuously operating frequency monitors to ascertain whether such apparatus is still needed or is adequate to ensure that operating frequencies of broadcast stations are maintained within prescribed frequency tolerances. If it appears that rules relating to such monitors should be amended, rulemaking proceeding will be initiated. Ann. May 27.

By letter, Commission denied petition by RKO Teleradio Pictures Inc., for waiver of Sec. 3.30 of rules insofar as it requires majority of programs of am station WGMS to be originated in Bethesda, Md., which city it is primarily licensed to serve. Commission is of opinion that reasons advanced are insufficient to constitute valid basis for waiver of rules, and observed that any economic hardship resulting from existing method of operation could be overcome by RKO requesting that location of its station WGMS-FM be changed from Washington, D.C., to Bethesda, Md. Chairman Doerfer and Commissioners Hyde and Craven dissented. Ann. June 3.

By report and order, Commission denied conflicting proposals by Joint Council on Educational Television to change classification of ch. 12 in Wilmington, Del., from commercial to educational, and by Neptune Bcstg. Corp. (WHTO-TV, ch. 46), Atlantic City, N.J., to delete ch. 12 from Wilmington and to assign it to either Atlantic City or to Atlantic City-Wilmington, and terminated rulemaking proceeding. Any timely filed application proposing noncommercial educational operation on ch. 12 in Wilmington would, of course, be entitled to comparative consideration with pending commercial applications. Ann. May 27.

By report and order, Commission finalized rulemaking and shifted tv ch. 9 from Hattiesburg, Miss., to Baton Rouge, La., effective July 6. Baton Rouge will then have chs. 2, 9, 18, 28, *34 and 40; Hattiesburg, 17. Lion Television Corp. will be permitted to continue optration of WDAM-TV on ch. 9 in Hattisburg until such time as station operation on ch. 9 in Baton Rouge is ready to commence. Comrs. Bartley and Lee dissented. Ann. June 2.

By report and order, Commission finalized rulemaking and assigned tv ch. *14 to Mount Pleasant, Mich., for educational use there, and substituted ch. 27 for ch. 21 in West Branch, Mich. Central Michigan College, Mount Pleasant, had petitioned for such change. Ann. May 27.

By memorandum opinion and order Commission denied petition by Pendleton Bcstg. Co. (am station KUMA), Pendleton, Ore., for rulemaking to assign ch. 5 to that city, which now has uhf ch. 28 allocated to it. Ann. May 27.

By memorandum opinion and order, Commission denied petition by WATR Inc. (WATR-TV, ch. 53), Waterbury, Conn., for rulemaking to shift ch. 18 from Hartford to Waterbury and permit WATR-TV to change channels accordingly. Capitol Bcstg. Inc., presently operates WHCT (TV) on ch. 18 in Hartford. Ann. May 27.

By memorandum opinion and order, Commission denied petition for reconsideration and request for oral argument by Gregg Television Inc., Longview, Tex., directed to June 4, 1958 report and order which rejected proposals to shift educational reservation to Denton, Tex., from ch. *2 to uhf frequency in order to make ch. 2 available for commercial use in Longview, Denton, Brownwood or Cooper, Tex. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments by assigning ch. *10-minus to Appleton, Minn., for educational use. The Joint Council on Educational Television had petitioned for assignment in connection with planned regional educational tv network interconnecting educational tv stations in Iowa, Minnesota, Nebraska, and North and South Dakota. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments by deleting ch. 61 from Moses Lake, Wash., and substituting ch. 33 there, deleting ch. 67 from Wenatchee, Wash., and adding ch. 27 instead, and deleting ch. 33 from Kellogg, Idaho, and replacing it with ch. 36. Ann. May 27.

By report and order, Commission finalized rulemaking and amended tv table of assignments in Hawaii by substituting ch. 7 for ch. 8 at Wailuku, deleting ch. *7 (educational) from Honolulu and reserving ch. 11 (now commercial) for educational use in that city, and deleting ch. 7 from Hilo. Hawaiian Bcstg. System Ltd. (KGMB-TV ch. 9, Honolulu; KMAU-TV, ch. 3, Wailuku, and KHBC-TV, ch. 9, Hilo) had petitioned for changes for technical reasons. Ann. May 27.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 29

KGEE Bakersfield, Calif.—Granted assignment of license to **Marterto Productions Inc.**, and **Seer Inc.**, joint ventures, d/b **KGEE Bcstrs.**

KJOE Shreveport, La. — Granted relinquishment of negative control by **Joe C. Monroe** through transfer of stock to **Joyce Lane C. Monroe.**

WIOI New Boston, Ohio—Granted mod. of cp to change ant.-trans. and studio locations and type trans.

KOLL Libby, Mont.—Granted extension of authority to operate specified hours for period ending July 31.

KPRK Livingston, Mont. — Granted authority to operate 6 a.m. to 9 p.m. for period ending Aug. 10.

Actions of May 28

WHAV-FM Haverhill, Mass.—Granted license for fm station.

KHOZ Harrison, Ark. — Granted license covering increase in power and installation new trans.

WLBG Laurens, S.C. — Granted license covering increase in power and installation new trans.

KYVA Gallup, N.M.—Granted mod. of cp to change name to **Cloyed O. Kendrick** and **Hugh DeWitt Landis** d/b **Radio Station KYVA.**

WRKM Carthage, Tenn.—Granted mod. of cp to change type trans.

KEYD Oakes, N.D.—Granted mod. of cp to change type trans.

WKBK Keene, N.H.—Granted mod. of cp to change studio location and remote control point and type trans.; conditions.

WELZ Belzoni, Miss. — Remote control permitted.

WSET Glens Falls, N.Y.—Remote control permitted.

WICO Salisbury, Md. — Remote control permitted.

Actions of May 27

WAPE Jacksonville, Fla.—Granted license for am station.

WBRV Boonville, N.Y.—Granted license covering increase in power.

WLBK DeKalb, Ill.—Granted license covering installation new trans.

WAPE Jacksonville, Fla.—Granted license covering installation new trans. at present main trans. location for auxiliary purposes only.

WRBL Columbus, Ga.—Granted license to use old main trans. as auxiliary; remote control permitted.

WSIC Statesville, N.C. — Granted license covering installation new trans.

WDBM Statesville, N.C.—Granted mod. of license to change studio location and remote control point.

KABR Aberdeen, S.D.—Granted mod. of license to change studio location; remote control permitted.

WFMB (FM) Nashville, Tenn.—Granted cp to increase ERP to 3.4 kw; change ant. height to 180 ft.; and ant.-trans. location; remote control permitted.

KXIC Iowa City, Iowa—Granted cp to install new trans. (composite) as auxiliary trans.

KCOM (FM) Omaha, Neb.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KUDU-FM Ventura-Oxnard, Calif., to July 30, and WANN Annapolis, Md., to Sept. 30.

KTOW Oklahoma City, Okla. — Remote control permitted.

WGVA Geneva, N.Y. — Remote control permitted.

WBKV West Bend, Wis.—Granted authority to sign-off for months of June and July at 7 p.m., CDT.

Actions of May 26

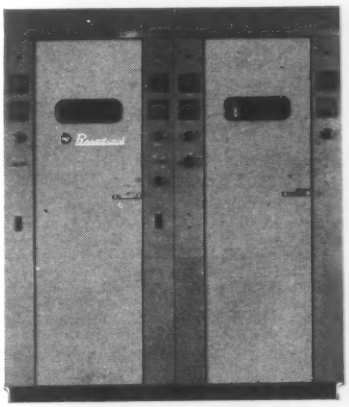
WPRY Perry, Fla. — Granted involuntary and voluntary assignment of license from estate of **E. P. Martin** to **Alpha B. Martin.**

WNEB Worcester, Mass.—Granted involuntary acquisition of positive control by **John J. Hurley** through purchase of stock from **Mechanics National Bank of Worcester,** special administrator of the estate of **Paul C. Lytle,** deceased, by licensee and retirement to treasury thereof.

WACO Waco, Tex.—Granted acquisition of negative control by each **Wendell Mayers** and **R. Lee Glassgow** through purchase of stock from **C. C. Woodson** by licensee and retirement to treasury thereof.

WIL St. Louis, Mo.—Granted assignment

Equipping a Radio Station?



New RCA 5000-Watt AM Transmitter

Type BTA-5R/5R1

A true high quality transmitter, requires less floor space than previous 5 KW transmitters, and it has been designed to provide years of outstanding performance. Available with conventional tube rectifiers or with the all new silicon high voltage rectifiers the BTA-5R/5R1 assures low operating costs and long life. There is easy access from the front to the vertical chassis containing tubes, feedback ladders and overload relays. It is also available with color doors to match studio decor . . . Whatever your equipment requirement see your nearest RCA Broadcast representative first!

Or write for descriptive literature to RCA, Dept. UB-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

of license to **Radio Station WIL**, joint venture (change in joint venturers).

WPEP Park Falls, Wis.—Granted assignment of license to **Gordon F. Schluter.**

WTRP La Grange, Ga.—Granted assignment of license to **Byron H. Hurst**, et al.

WMEK Chase City, Va.—Granted license for am station and specify type trans. and main studio location; remote control permitted.

WPCF Panama City, Fla.—Granted license covering change in facilities, installation new trans. and DA-2 and change ant.-trans. location.

KSLM Salem, Ore.—Granted license covering increase in daytime power and installation new trans.

WBLU Salem, Va.—Granted license covering increase in power and installation new trans.

WIBA-FM Madison, Wis.—Granted license for fm station.

WTCX (FM) St. Petersburg, Fla.—Granted license for fm station.

KOKA Shreveport, La. — Granted license covering installation new trans.

WIVY Jacksonville, Fla.—Granted licenses covering installation new main trans., and to use old main trans. (composite) as auxiliary.

WSGA Savannah, Ga. — Granted license covering installation new trans.

KICD Spencer, Iowa — Granted license covering installation of auxiliary ant. and trans.

WPFB Middletown, Ohio—Granted license covering installation alternate main trans.

WTAG Worcester, Mass.—Granted license covering installation of new main trans.

KSPI Stillwater, Okla. — Granted license covering installation of new trans.

KRVN Lexington, Neb.—Granted authority to sign-off at 7:15 p.m., CST, during months of June and July.

WPDR Portage, Wis.—Granted authority to sign-off at 6 p.m., CST, for period June 1 through Sept. 30, except for special events when station may operate up to licensed sign-off time.

KADO Marshall, Tex.—Granted extension of authority to remain silent to July 1.

Actions of May 25

WCDC (TV) Adams, Mass.—Granted license for tv station.

WHYN-TV Springfield, Mass.—Granted license covering changes in tv station; ERP vis. 186 kw, aur. 93.3 kw.

KRON-TV San Francisco, Calif.—Granted license covering changes in tv station; ant. 1310 ft. (main trans. & ant.).

WJHL-TV Johnson City, Tenn.—Granted license to redescribe studio location.

KSLA-TV Shreveport, La. — Granted license covering use of auxiliary trans. at main trans. site.

KVIP-TV Redding, Calif.—Granted license covering changes in tv station; ERP vis. 115 kw, aur. 57.5 kw; ant. 3620 ft.

KXLY-TV Spokane, Wash.—Granted license covering installation of new ant. system (main trans. & ant.).

KRLD-TV Dallas, Tex.—Granted license covering change in type of trans. and equipment (main trans. & ant.).

KMAM, KMFM (FM) Tularosa, N.M.—Granted licenses covering changes in ant. systems (side mount KMFM ant. to KMAM tower).

KYA San Francisco, Calif.—Granted cp to install new trans. at present main trans. location for auxiliary purposes only; remote control permitted.

WPNC Plymouth, N.C.—Granted mod. of cp to change studio location; make changes in ant. system (decrease height) and change type trans.

KBCQ (FM) San Francisco, Calif.—Granted mod. of cp to decrease ERP to 10 kw; change trans. and studio locations (side-mount fm ant. on KGO-TV tower); change type trans. and type ant.; increase ant. height to 810 ft.

KJPO (FM) Fresno, Calif.—Granted mod. of cp to decrease ERP to 7.5 kw, ant. height to 350 ft.; change type trans. and ant.; remote control permitted; conditions.

Following stations were granted extensions of completion dates as shown: WPTT (TV) Augusta, Me., to Nov. 1; WDAS Philadelphia, Pa., to Oct. 5; KCUL Fort Worth, Tex., to Oct. 8; WPNC Plymouth, N.C., to June 15; WMPS-FM Memphis, Tenn., to Oct. 15; KNFM (FM) Midland, Tex., to Sept. 1; WLOA-FM Braddock, Pa., to Aug. 1; WFLI Lookout Mountain, Tenn., to Oct. 1.

WIBG-FM Philadelphia, Pa.—Granted extension of authority to remain silent for period beginning May 29 and ending July 1.

Action of May 20

KTLQ Tahlequah, Okla.—Granted assignment of cp to **Camelleta Corp.**

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through June 3

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,324	42	124	692
FM	571	41	153	71
TV	458[1]	62	102	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 3

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition by Natalia Bcstg. Co., for extension of time to file reply to petition by Top Bcstrs. Inc., to enlarge issues in proceeding on their applications for am facilities in San Antonio and Natalia, both Texas; time extended for ten-day period to commence from date hearing examiner issues order on Natalia's petition for leave to amend. Action May 26.

By Chief Hearing Examiner James D. Cunningham

Granted request by Electronics Research Inc. of Evansville (WROA), Gulfport, Miss., for dismissal of its am application without prejudice and retained in hearing status am application of Lionel B. DeVille, Franklin, La. Action May 28.

Ordered that Examiner Jay A. Kyle, in lieu of Forest L. McClenning, will preside at hearing scheduled for July 6 in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., for cps to increase ant. height. Action May 27.

By Hearing Examiner J. D. Bond

Scheduled prehearing conference for June 15 and continued hearing scheduled for June 15 to date to be fixed by subsequent order in proceeding on application of Entertainment and Amusements of Ohio Inc., for am facilities in Solvay, N.Y. Action May 25.

By Hearing Examiner Thomas H. Donahue

Granted motion by Pan American Radio Corp., for delay of 30 days before examiner acts on Broadcast Bureau request to place its application for am facilities in Tucson, Ariz., in pending file. Action May 29.

Upon request by Peoples Bcstg. Corp., continued prehearing conference from June 1 to June 11 and hearing scheduled for June 3 to date to be determined at June 11 pre-

Continued on Page 123

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N. W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
5622 DYER STREET
EMERSON 3-3266
DALLAS 6, TEXAS

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3108

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

Service Directory

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Crawford 4496

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

COMMERCIAL RADIO
Monitoring Company
PRECISION FREQUENCY
MEASUREMENTS
A FULL TIME SERVICE
FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Top flight local salesman-sales manager for leading Texas station. Best ratings and facilities in market. Must sell personally and supervise other salesmen. Leading city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 and further advancement. Need familiarity local, national, merchandising. Prefer late twenties. Thirties. Must be enthusiastic to work with resourcefulness. Excellent opportunity for right man. All replies confidential. Box 181M, BROADCASTING. Send photo, complete details, first letter.

Manager-salesman or salesman for single station market with good potential. Salary and commission. North Carolina station. Good living conditions. Box 262M, BROADCASTING.

Excellent opportunity for station manager who is strong on sales, willing to work, and desires permanent situation. Give full details to General Manager, KSWS, Roswell, New Mexico.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager for new am-fm station in Aztec, N.M., 8000 population, county seat of growing 50,000 county. Send details to I.E. Shahan, 1404 Mesa Verde, Farmington, N.M.

Sales

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Progressive southern chain expanding. Seeks executive type salesmen for management, 8-10 annually. Yankees welcome. Send resume, photograph first letter. Box 135M. BROADCASTING.

Sales manager. Major central Ohio market. Multiple market, top money and future for man who loves to sell. Box 225M, BROADCASTING.

Growing regional network seeks energetic young local salesmen. Radio experience desired. Box 247M, BROADCASTING.

Wanted, salesman-announcer solve challenging sales problems, some announcing, central Florida station. Opportunity for good producer. Box 250M, BROADCASTING.

Promo minded salesman wanted to join hard hitting Iowa monopoly station. Guarantee, draw, commission setup available. Sell retail, ag accounts. Could lead to sales management. Write Box 260M, BROADCASTING.

Enlarging sales staff of one of southwest's most outstanding stations. Number One in market—wonderful living conditions. Good place to work. Send complete resume of experience and compensation expected. Box 282M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Two positions open with top California station. Local salesman-sales manager to earn $10,000 to $15,000 depending on man, with substantial increases probable. Salary plus override. Also opening for additional salesman with $450 guarantee plus generous commission base. Highest ratings, biggest coverage in market, good congenial crew. Send complete information with picture to Alan Torbet, KRAK, Stockton, California.

Help Wanted—(Cont'd)

Sales

Expanding operation adding top salesman. Excellent arrangement, top climate and living area. Ambitious young family men who will love to sell in a competitive market for a top station. Call, write, or wire. Ralph Petti, Manager. KSSS, Colorado Springs, Colorado.

Salesman, experienced, WTAC, The Big Station, Flint, Michigan.

Sales manager wanted in Springfield, Massachusetts at WTYM. Chance for exceptional earnings. Write Art Tacker, General Manager, or phone Republic 3-4187.

Sales: Salesman wanted immediately for midwestern market. Excellent opportunities for advancement. Salesman with other abilities on staff also considered. Reply WVLN, Olney, Illinois.

Ohio, WWIZ, Lorain. Personal interview necessary.

Salesman required to head up Chicago office of rating organization. Research background and sales ability. Address replies to American Research Bureau, Tribune Building, Chicago, Illinois.

Announcers

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Wanted: 1st ticket beginner that likes announcing. Box 192M, BROADCASTING.

Experienced announcer, combo operation, network affiliate. Major Wisconsin market. Send audition tape, resume, photo, salary requirements. Box 208M, BROADCASTING.

Classical music announcer for metropolitan west coast station. Require smooth, unaffected, competent, knowledgable, delivery. Our audition rough for uninitiated. We are one of the nation's top classical operations. Note: Send one page letter and photo, give two references and experience. We'll supply audition. Box 221M, BROADCASTING.

Adult programmed station in top midwest market has an immediate opening for an outstanding, experienced announcer. Excellent conditions and employee benefits. Rush picture, tape and full background to Box 252M, BROADCASTING.

Expanding Texas independent needs qualified, experienced announcer and announcer-engineer. Must be willing to work hard and want to expand position. Details first letter. Box 264M, BROADCASTING.

Fulltime Georgia station near Atlanta has opening for young, ambitious announcer. Opportunity for sports play-by-play. Send photo and resume. Will ask for tapes or interview later. Box 269M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Top R&R personality who knows how to cash-in as replacement (due to health) for #1 man on nationally-known Virginia 24-hour station music-sports leader. Top pay. Pic, tape, details. Box 271M, BROADCASTING.

Topnotch, modified Storz morning man for 5 kilowatt midwest station. Salary for ability. Good newsman needed, too. Send all first letter. Positions now vacant. Box 275M, BROADCASTING.

Kilowatt, single station market seeks comboman who can announce. No engineering necessary. Send tape background and desired salary. All replies will be answered. Box 276M, BROADCASTING.

Combo man wanted. Announcer who is good air man with first phone. Music, news station going remote control. Good salary for good announcer. Midwest. Box 306M, BROADCASTING.

Help! For the first time in his life K-BOY needs help. His little sister, K-GRL, is absconding with two of his "announcer-salesman". They are top air-salesman, sober, ambitious, ad-lib artists, funny without being facetious. In short, they're the best, but . . . they're leaving. If you qualify to fill their place, and would like 128 hours per week, free to spend in sportsman's paradise, contact us at once. K-BOY, Medford, Oregon.

Opportunity for conscientious and competent announcer who wants permanent job in good climate. Play-by-play experience helpful, but not mandatory. Send full details, tape, salary, etc., to Manager, KSWS, Roswell. New Mexico.

Expanding operation soon to go full time in Colorado Springs, need experienced d.j's. Send photo, tape, resume, salary requirements. KWBY, Colorado Springs, Colorado.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Announcer-engineer with first class ticket with interest in news, including some writing. Good opportunity on 250 watt ABC station with good news department. WBYS, Canton, Illinois.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Wanted: Announcer with first phone—no maintenance—$4,800 for first year—40-hour week. Paid hospitalization. Paid life insurance. Paid vacation. Call the manager of this 26 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Help Wanted—(Cont'd)

Announcers

WFIN-Findlay, Ohio . . . Adding dj. Prefer Ohioan or Michigander, but will consider all. All information including salary you would accept first letter. We will ask for tape. Write Clyde Johnson. Position open now.

Wanted. Experienced announcer. Must be able to run rock and roll show. Send all details and tape. Nathan Frank, WHNC, Henderson, N.C. Geneva 87136. No collect calls please.

Pro wanted to join #1 music-sports-24-hour station in beautiful mountains of Virginia. Newsman-dj who runs own board, knows news, has ability to become #3 dj in area (we already have #1 and #2). Working conditions exceptional; pay, as good as you are. Send tape, resume and photo to WROV, Roanoke, Va.

Announcer with first phone for evening shift. Announcing of prime importance, no maintenance. WTVB, Coldwater, Michigan, Broadway 9-9119.

Immediate opening WVOS, Liberty, N.Y. Phone 1680 for audition date.

Operators and announcers, with or without 1st phone, needed in California and Arizona. Send for application. Box 812, Eureka, California.

Technical

Engineer-announcer. Must be experienced, capable engineer. $400 monthly. KIYI, Shelby, Montana.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

First phone engineer with announcing ability. KTKR, Taft, California.

Experienced control operators wanted WDRC. 5000 watts. Hartford 12, Conn.

Chief: The man we want is probably working as combo or staff engineer. We need a permanent chief to settle here, maintain equipment and do light announcing. Progressive community, excellent fishing. Starting $100 with more later. Call 7707, WJNC, Jacksonville, N.C.

Need first-ticket immediately. Must have one-two years experience as minimum. Mostly RCA board duty, some maintenance. Opportunity with growing organization. Contact Ernest Machanic, WVIP, Mt. Kisco, N.Y.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Newsman to write and air local news. We are looking for a man who is tired of the bigtime and wants to settle in a smaller market and sink roots. A challenging position for one who doesn't watch the clock. Starting pay $100 with steady increase. Eastern station. Box 206M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter needed. Male or female. Experience not necessary, creative ability a must. Apply only if you'd like to work for the #1 station in major northeast, the most progressive station in the field, with 50,000 watts of people power. Send samples and production tape to Box 266M, BROADCASTING.

Experienced newsman wanted as quarter-time assistant in radio news while taking graduate work. School of Journalism, State University of Iowa, Iowa City.

Our last copywriter landed a top paying major market job because of what he learned from us. We need another. Top pay, pleasant medium sized Illinois city. Aggressive station. If you write sharp production copy and love to write, send all details first letter to Box 305M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Continuity writer, fast paced market needs experienced writer able to write professional copy with and without gimmicks. WTAC, The Big Station, Flint, Michigan.

RADIO

Situations Wanted—Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

14 years experience radio-tv-agency. Announcer-producer-director-writer-sales. Have first class ticket. Interested small east coastal city, especially Florida or New England. Will manage, pd or combo, radio or tv. Family man, best references. Write Box 223M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I'll be your assistant manager (any size market!); will contract ½ of year's salary that my system hypos annual billings 12% plus. Last 6 of 17 years experience at five-figures with major combine. Salary unimportant first year; you'll get winner, I'll get record. Excellent references. Box 187M, BROADCASTING.

Management team. We can make your radio or tv station pay. Manager, program director, chief engineer and sales chief. Two are excellent announcers. Combine 40 years broadcast experience. Prefer upper Michigan, Wisconsin, Minnesota. Box 238M, BROADCASTING.

Manager-commercial manager-promotion manager. 7 years in radio and tv. Proven record in sales and promotion in major markets. 31 years old, married. Much executive and administrative experience. Prefer Rocky Mountain or southwest area. Box 239M, BROADCASTING.

Manager, completely versed in all phases of modern radio operation sales, programming, former promotion and advertising manager for large grocery chain have had own agency. Twenty years in all phases of station operation and programming. Box 241M, BROADCASTING.

General manager—Have doubled station's billing in less than two years. Outrates competition two-to-one across the board. Seek challenge, larger market. 38, married, three children, corporation president. Box 246M, BROADCASTING.

M.D. in search of sick radio station license based on following qualifications. 1. Top creative time sales. 2. Outstanding sell production. 3. Flexible programming ideas. Currently employed major west coast market as assistant general manager. Now ready top spot. Box 259M, BROADCASTING.

Manager-sales manager. 20 years in radio, tv and agency. Strong on sales. Initial earnings secondary to good long-term deal. Prefer Virginia, N.C. Available for personal interview. Write Box 268M, BROADCASTING.

Sales

Salesman/announcer solves challenging sales problems. Write copy. Operate board. Box 232M, BROADCASTING.

GRANTHAM SCHOOL OF ELECTRONICS

announces the opening of a new Division at

KANSAS CITY, MISSOURI

Specializing in—

F.C.C. LICENSE TRAINING

Now, America's leading school for intensive F.C.C. license preparation offers resident classes in the Midwest. The proven, guaranteed Grantham course in communications electronics is available in residence or by correspondence at the new Division of Grantham School of Electronics—3123 Gillham Road, Kansas City 9, Mo.

For full information concerning the Grantham training programs (in resident classes or by correspondence) write or call any one of the Grantham School addresses listed below. Ask for our FREE 40-page booklet, Booklet 99-G. No obligation.

We specialize in preparing students to pass F.C.C. examinations.

GRANTHAM SCHOOL OF ELECTRONICS

1505 N. WESTERN AVE.	408 MARION STREET	3123 GILLHAM ROAD	821-19TH STREET, NW
HOLLYWOOD 27, CALIF.	SEATTLE 4, WASH.	KANSAS CITY 9, MO.	WASHINGTON 6, D.C.
(HO 7-7727)	(MA 2-7227)	(JE 1-6320)	(ST 3-3614)

Situations Wanted—(Cont'd)

Announcers

Bright, single, ambitious announcer looking for future with growing station. Operate board, write, type, tape, resume, photo available. Contact. Box 149M, BDOADCASTING.

News, special events-plus, announcer, producer-writer-radio and tv. Box 159M, BROADCASTING.

Announcer young. Eager to learn. Cooperative. Prefers Penn. Operate board. Box 161M, BROADCASTING.

"The Compleat Broadcaster." 7 years combo, announcer, writer, producer, programmer, engineer. Degree, radio-tv production. First ticket. Train greenhorns. Know the world around me. Sports expert. Seek operation needing the man who can bring it to life. Box 194M, BROADCASTING.

Top morning man. Fifteen years experience. Know people and radio. Dependable. No prima-donna. Let me sell for you. Box 222M, BROADCASTING.

Are you tired of hiring stragglers? I'm young, honest, outstanding, educated, good looking, hard working, know the business, willing to invest, but really not conceited. Box 226M, BROADCASTING.

Announcer—First phone, four years experience, same station. Family man. Desires permanent position. Mid-west preferred. Box 230M, BROADCASTING.

Negro announcer/dj intelligent. Versatile. Good background. Salesman. Handle controls. Box 231M, BROADCASTING.

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 233M, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Steady, creative, cooperative. Box 234M, BROADCASTING.

Female, announcer plus. Good background. Women's program, plus. Reliable. Versatile. Box 235M, BROADCASTING.

Good music fm or am station. Announcer experienced in large market knows popular, light classic, mood music, and jazz well. Can program well balanced show. Smooth, mature voice. Run own board and do news. Consider all-night show. Box 240M, BROADCASTING.

Experienced dj, newsman, sportscaster, public relations. Seeks career position. The bigger the better. Will consider all phases of medium. Box 248M, BROADCASTING.

Blue chip, six years experience, family man, currently employed, desire metro market. Box 251M, BROADCASTING.

Experienced announcer, salesman wants permanent position Arizona, California, or Utah. Box 253M, BROADCASTING.

Sports minded stations only. Terrific sportscaster-salesman-announcer. 6 years experience, 1st phone. Making big money. How about you? Box 254M, BROADCASTING.

Attention Southland: Nine years with solid references. Veteran with college. Finest of radio background. Knows news, and operates board. Wants to move to Dixie. Box 256M, BROADCASTING.

Recent young graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-deejay. Box 258M, BROADCASTING.

DJ-three years experience wanting to move to a larger market preferably east coast. Strong on commercials and music. Looks, personality and married. Reply Box 261M, BROADCASTING.

Announcer, married, year and half experience. Wishes to take step forward. Currently in midwest but will relocate. Box 267M, BROADCASTING.

Announcer with first phone would like position as staffer-dj or tv announcer or both. Box 270M, BROADCASTING.

First phone wants first job. Degree, AFRS experience, personable, good voice, up on pop music. Accept any reasonable offer. Ready now. Box 277M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Beginner wants Summer replacement job in western state. First ticket, college graduate. Not choosey, available immediately. Box 278M, BROADCASTING.

Combo man, first ticket, degree. Pleasant voice, can join now. Box 279M, BROADCASTING.

Top-flight announcer, 8 years experience, first phone, no maintenance, looking for a future with solid organization, presently at 5 kw. Prefer midwest, all replies considered. Box 287M, BROADCASTING.

Announcer-dj, young, experienced, free to travel. Tape and resume. Box 291M, BROADCASTING.

Deejay, news, sports. Radio, tv six years experience. $115.00 per week to start. Box 292M, BROADCASTING.

Top personality. DJ, young, married, ambitious. Tight cues, good production. Presently employed in McLendon format. 4½ years radio. Experienced in play-by-play, interviews, etc. Box 293M, BROADCASTING.

Matured announcer. Seeking opportunity to further eighteen months experience. Sincere efforts to prove ability, if given opportunity. Hours secondary. Will accept lowest salary, if within a 65-mile radius of New York City. Prefer live audition. Box 294M, BROADCASTING.

Versatile, now in major market, willing to move to medium market with growing station. Good news. Slow or fast pace. Strong copy. Vet., married. Box 295M, BROADCASTING.

New talent—finest training—all phases announcing—good production—married, vet. Box 296M, BROADCASTING.

Newscaster-announcer—authoritative voice. Strong commercial. Six years experience news, fifteen years radio. Reliable, sober, family man. East preferred. Available for audition or interview. Box 297M, BROADCASTING.

Experienced, unmarried first phone announcer, college, Virginia, eastern West Virginia only. Desire small town, preferably affiliate, will consider independent. No maintenance. Dignified news, commercials, deejay shows. No rockroll. Available two weeks. Box 300M, BROADCASTING.

First phone air man. Experienced. Willing to learn your sales methods. Box 303M, BROADCASTING.

Smooth announcer-salesman desires to settle in Florida. Box 304M, BROADCASTING.

Announcer, 26, recently top-rated dj Long Island market. Active N.Y.C. freelance market. Attracted attention of two major networks, two N.Y.C. indies. All-around air showmanship plus pd with three stations. Major markets only. Box 307M, BROADCASTING.

Announcer, 1st phone. $85, no car. Berkshire 7-6721 after 5:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

1st phone combo heavy on news and sports. Tommy Ray, 2287, Canterbury, Pomona, California. National 9-8573, Also play-by-play all sports.

Graduate radio school. General staff announcing with baseball, hockey play-by-play potential. Prefer N, NW location. Tape, resume available. R. Thomsen, 3047 Berteau, Chicago, Ill.

Announcer—Sports, staff. Salary secondary to opportunity. Prefer midwest, but will travel. Tony Trunkel, Willard, Wisconsin.

Attention! Format stations in Michigan, Iowa, midwest! Young dee-jay announcer. "Crazy for modern radio". Tape, resume at once. Phone Wabash 2-3183 4:00 til 11:00 p.m. or Paul White, 826 S. Wabash, Chicago, Ill.

Situations Wanted—(Cont'd)

Technical

Chief engineer, experienced radio station construction, directionals, remote control, maintenance. College graduate, sober, family man. No announcing. Box 183M, BROADCASTING.

Experienced engineer, 27, radio, television. Minimum $100. Reliable. Box 197M, BROADCASTING.

Chief engineer, ten years experience. Construction, maintenance. Directional and remote control systems, am, fm and tv. No announcing. Prefer Michigan, Minnesota or Dakotas. Box 237M, BROADCASTING.

Conscientious chief engineer. Experienced in installation, maintenance of transmitter, studio, remote control, and directional equipment. Box 263M, BROADCASTING.

Experienced first phone. Any location acceptable. Limited announcing. No tapes. Box 280M, BROADCASTING.

First class operator presently employed. Married man seeks opportunity New England area. No announcing. Box 286M, BROADCASTING.

Experienced combo operator wants progressive station. Herb Boyer, 959 18th Ave., Northeast, Minneapolis, Sterling 9-0261.

Electronics graduate wants position in transmitter operation. Have 1st class license. Willing to start at bottom and work up. Roy Fritcher, R. 2., Osage, Iowa.

Young married man with first phone desires employment in radio or small tv station. No experience but willing to work hard to learn. Joe Lundy, Tonasket, Washington.

First phone, young, recent graduate. Engineer position radio or tv station. Communications, maintenance experience. Relocate. Keith Reynolds, 2755 West Brooklyn, Dallas, Texas. Phone WH 8-9621.

Production-Programming, Others

Creative copywriter-dj, 36, experienced, writes "sellavision" radio copy. Resume. Box 146M, BROADCASTING.

Newspaperman 10 years, 33, wants radio or tv news, southwest. $140. Box 229M, BROADCASTING.

Newsman-announcer: One of highest rated. Thoroughly experienced and reliable. Available June 15. Box 245M, BROADCASTING.

Highly experienced radio/tv copywriter, (Mature, friendly, personable), for Arizona or Florida. Creative account executive or women's show narrator—specialize food, retail, real estate. National ad agency, department store experience. Box 249M, BROADCASTING.

Program director-presently top rated show in major market. Want large market station or chain with modern ideas, chance for advancement. Married. Box 257M, BROADCASTING.

Mr. Station Owner or Manager: Losing money? A good pd can change that. Young, versatile and experienced. Money helps y'know. Box 272M, BROADCASTING.

Experienced program director. Hard or soft sell announcing, newscasting, copy and production. Seek new challenge, Married. Have Pulse-will travel. Box 274M, BROADCASTING.

Woman news writer; seven years daily newspapers and staff top metropolitan radio news department in east; seeks midwest news and editing post. Best references. Box 284M, BROADCASTING.

South preferred—Want permanent staff job with responsibility. Experienced in radio, with professional voice for commercials, news, special events, audience participation shows. 8 years in present position, sales and public relations. Other valuable experience. Require $100 plus per week. Nelson George, P.O. Box 3274, West Palm Beach, Florida. Temple 2-5260.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commissions. Write giving full resume to Box 178M, BROADCASTING.

Announcers

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

Technical

Expanding Michigan full-power vhf needs experienced tv engineers. Salary determined past experience, good living, working conditions. Box 288M, BROADCASTING.

Chief engineer for good location in southwest. Must be dependable, permanent and hard worker. Excellent opportunity for right man. Send full details including starting salary, to Box 301M, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Southwest. Box 302M, BROADCASTING.

Chief engineer. Our present chief staying on in new capacity. Need experienced man for both am and tv. Must be strong on maintenance. Send complete resume and salary requirements to Redd Gardner, General Manager, KCRG-TV, Cedar Rapids, Iowa.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

Leading Michigan vhf expanding news operation. Looking for experienced newsman with good air presentation and writing ability. Send resume, picture and tape to WJRT, Flint, Michigan.

TELEVISION

Situations Wanted—Management

Assistant position desired. 4 years successful experience, producer-director, production manager. Agency sales. Box 227M, BROADCASTING.

Over 8 years radio-tv sales experience. Currently local sales manager competitive three station vhf market. Top billings as salesman. Organized and spark aggressive sales department, local billings tops in market. Native southwesterner fed up with long cold winters. Desire equal opportunity for growth and earnings in local or national sales in Texas or southwest. Proven record, excellent references including present employer, age 32, married, veteran, college graduate. Would welcome personal interview. Box 242M, BROADCASTING.

Announcers

Top-rated newscaster-news director in tv wants aggressive station in good market. Box 273M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

12 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 281M, BROADCASTING.

Production-Programming, Others

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

Producer-director, news production, 4 years. Desire future with executive possibilities. Box 228M, BROADCASTING.

Writer-producer, presently working, three years network public service show, wishes to gain similar position with potential. Experienced in all phases of production. Box 255M, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 265M, BROADCASTING.

TV Production man: Extensive international (CBC-BBC-UN and Domestic Latin-American) experience in tv, radio and stage, desires position as assistant director or any allowing opportunity to prove his creativeness with American tv. Box 285M, BROADCASTING.

FOR SALE

Equipment

Wincharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

A 250 watt Collins 300 A transmitter about 15 years old in working order. Taken out of service by new higher wattage. $300 including more than complete set, replacement tubes. You can pick up or pay delivery charges. KCHA, Charles City, Iowa.

Small snub nose bus. Ideal for mobile studio for radio or tv relay. Custom remodeled with formica bar top, cabinets and drawer space bunks to sleep four. Ford Motor recently overhauled Westinghouse air brakes, ice chest, running water, and radio. Used for several months as pleasure cruiser to football games and weekend trips, etc. Exceptional buy at $1,650.00. Contact WBIG, 2838 Battleground Road, Greensboro, North Carolina. Telephone BRoadway 2-6125, Allen Wannamaker, Manager.

Deluxe heavy duty RCA BTA 1-L 1 kw. AM transmitter. Excellent condition, reasonably priced. Write or phone D.B. Ekberg, WLOL, Minneapolis, Minn.

7,000 mc. Motorola microwave. Has audio subcarrier and color modification—$4,900. Contact Chief Engineer, WTVD, Durham, N.C.

Portable STL microwave system 7000 mcs band, 1 watt transmitter, power splitter, four 4' antennas, two receivers and misc. accessories. Used a short time as part of a large system leased to government. All units in good working condition—fine for remotes. Will consider all offers over $8,000.00. Write J.E. Banister, Dage Television Division, Thompson Ramo Wooldridge Inc., Michigan City, Indiana, or phone TRiangle 4-3251.

Raytheon 250-W transmitter excellent condition, tubes, crystals 1400 kc with console to match. New in 1951. Both for $1,450.00. Charles L. Cain, 208 West Burton, Sherman, Texas, TW-31021.

Plate transformer—New 7.5 KVA. Primary 230 volts 3 phase Delta. Secondary 2622 volts WYE. Air cooled black finished case. A good buy for emergency use. $95.00 fob. L. D. Drewry, 109 Clover St., Athens, Ga.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

FOR SALE

Equipment—(Cont'd)

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

FM cp or station in difficulty, sought by highly financially able party. Write confidentially and in detail. Box 243M, BROADCASTING.

Small station or cp. Single station market preferred. Will consider multiple market. Owners only, no brokers. Box 289M, BROADCASTING.

Responsible party with experience and knowhow wants to lease with option to purchase small station with reasonable potential. Box 290M, BROADCASTING.

Equipment

Radio-frequency bridge 916 or similar, must be good usable condition. Box 224M, BROADCASTING.

Used fm transmitter and/or antenna system, capable of producing 20 kw ERP. Box 244M, BROADCASTING.

Two Western Electric 1126 limiter amplifiers. Give Age, condition and price Box 283M, BROADCASTING.

10 kw am transmitter or 5 kw capable of conversion, three used 150 foot towers, phase meter, field intensity meter. Box 516, Georgetown, Ky. Phone 1580.

Educational fm station needs 2 or 3 RCA type 44 or 77 series microhones. WRTC-FM, Trinity College, Hartford 6. Conn.

REL Precedent tuner. David Hauser, 2403 Glen Place, Davenport, Iowa.

Uni-level, sta-level or other compression amplifier. Metcalfe Music, 2907 16th Way S., Birmingham 9, Alabama.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone, preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24. Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV. 510 16th St., Oakland, California. TWinoaks 3-9928.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Call letter items—Banners, lapel pins, microphone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

CCA EXPANDING

SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer supervision and service to our clients (some of the top radio and TV operations in the country), we are always looking for more sales executives.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, p e r s o n a b l e, forceful, experienced.

This is $15-20,000., first year—draw plus commission and incentive bonus.

Complete resume; current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered. Our staff aware of this ad. Positions open immediately for right man.

Boyd W. Lawlor
GENERAL SALES MANAGER

COMMUNITY CLUB SERVICES, INC.

20 East 46 Street
New York 17, N.Y.
MUrray Hill
7-4466

Help Wanted—(Cont'd)

Sales

SALES ENGINEER

- **The Company:** Major broadcast equipment manufacturer.
- **The Position:** Sales engineer to travel and call on radio stations in several eastern states. Technical background essential.
- **Opportunities:** Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales minded individual. A permanent position with an excellent future.

Send complete resume to Box 215M, BROADCASTING.

WANTED A YOUNG "ACE" SALESMAN

who loves to sell—now in a small market—ready for bigger and better things. Top prestige multi-station owners have opening, excellent Pennsylvania station—now grossing ¼ million. Sales manager after trial—then a station manager! Career opening for family man who enjoys small cities. Excellent base plus strong incentive—8-10M up first year. Resume, including earnings, photo if handy to Box 236M, BROADCASTING.

ARE *YOU* THE MAN WE ARE LOOKING FOR?

Internationally known manufacturer of electronic equipment seeks high caliber man to join one of the country's most outstanding growth organizations. The man we are looking for knows broadcast and communication equipment, is looking for challenging work with a bright future, and has the ability to do a top-rate sales and engineering job. Send complete resume to Box 214M, BROADCASTING.

WHK

Cleveland's Fastest Climbing Station

Is looking for Jocks who can deliver audience in return for top salary.

We're indie with a format music and news operation, but must have guys who can project personality. No collect calls or wire. Send full information, including references with an air check to Gerry Spinn, Promotion Manager, WHK, 5000 Eucklid Avenue, Cleveland, Ohio.

WHK, A Division of Metropolitan Broadcasting Corporation.
WNEW, WNEW-TV, WTTG-TV, WHK

TELEVISION

Situations Wanted

Production-Programming, Others

FACTOTUM

Experienced TV & Radio—Public Relations—Promotion—Sales Management—General Production—Direction—Comedy Writing—MC Work—Moderating—Ad Lib Shows—Variety—Etc.

Originator of TV Games for Children and Adults (Net $10,000) and New Type Programs—Panel Shows.—Etc.

Have Produced, Starred in and Sold Sponsors on Local Shows.

In Space Sales Now—Will Relocate—Highest References. Write Box 299M, BROADCASTING.

FOR SALE—Equipment

Complete 25 KW VHF Television Transmitter. Air Cooled. Channels 2 through 6. Excellent Condition. Priced very low for quick sale. Send for complete description.

Box 188M, BROADCASTING.

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!) Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
~~550 5th AVENUE~~
NEW YORK 36, N. Y.

STATIONS FOR SALE

Vt.	Single	1kw-D	50M	cash
Ala.	Single	1kw-D	33M	terms
Va.	Single	1kw-D	80M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Mich.	Small	250w	135M	cash
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	30M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w-D	78M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To sell your Radio-TV properties, list with us. To buy properties from $42,500 to $1,500,000 write, or call Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080 Southern Regional daytimer, making money, valuable real estate. $97,500 with 29% down, 10 year payout.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 116

hearing conference in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 29.

On own motion, scheduled prehearing conference for June 1 at which time new hearing date will be established in proceeding on application of Inter-Cities Bcstg. Co., for am facilities in Livonia, Mich. Action May 26.

By Hearing Examiner Charles J. Frederick

On own motion, continued hearing from June 8 to June 22 in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, and Fairview Bcstrs., Rensselaer, both New York. Action May 22.

On mutual request of parties, continued further hearing from May 25 to May 26 in Moline, Ill., tv ch. 8 proceeding. Action May 22.

By Hearing Examiner Millard F. French

On own motion, and with consent of all of parties, advanced further hearing from June 10 to 9:30 a.m., May 29 in Largo, Fla., tv ch. 10 proceeding. Action May 26.

Granted petition by Northwest Bcstrs. Inc., for leave to amend its application for am facilities in Bellevue, Wash., to reflect death of Samuel Glant; disposition of decedent's interest in applicant; to report other arrangements made necessary by death; and to show current information concerning business interests of Gilbert A. Wellington. Action May 29.

By Hearing Examiner Annie Neal Huntting

Upon agreement of all parties at May 29 prehearing conference in Beaumont, Tex., tv ch. 6 remand proceeding, continued hearing from June 4 to June 11. Action May 29.

Granted oral request by Enterprise Co., and scheduled prehearing conference for May 29, at 2 p.m., in Beaumont, Tex., tv ch. 6 remand proceeding. Action May 27.

Granted oral request by Miners Bcstg. Service Inc., Kingston, for continuance of hearing from May 25 to June 3 in proceeding on its am application and that of Valley Bcstg. Co., Lehighton, both Pennsylvania. Action May 22.

By Hearing Examiner H. Gifford Irion

Scheduled prehearing conference for June 8 in Yakima, Wash., tv ch. 23 proceeding (Yakima Television Corp., et al). Action May 29.

Granted petition by Clarance E. Wilson for leave to amend his application for am facilities in Hobbs, N.M., to change requested frequency from 1390 kc to 1280 kc (1 kw D), and application as amended is removed from hearing docket and returned to processing line. Action May 29.

Upon verbal request by Permian Basin Radio Corp. (KHOB), Hobbs, N.M., advanced hearing from June 30 to June 18 in proceeding on its am application. Action May 29.

Granted petition by Southern Wisconsin Inc., for leave to amend its application for am facilities in Lake Geneva, Wis., in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis. Action May 26.

By Hearing Examiner Jay A. Kyle

Upon verbal request of Paradise Bcstrs., cancelled informal conference scheduled for 2 p.m., May 27 in proceeding on its application for am facilities in Paradise, Calif. Action May 27.

Upon oral request of counsel for applicant, scheduled informal conference for 2 p.m., May 27, in proceeding on application of Paradise Bcstrs. for am facilities in Paradise, Calif. Action May 26.

By Hearing Examiner Forest L. McClenning

Scheduled further prehearing conference for July 7 and continued to date to be subsequently specified hearing scheduled for June 23 in proceeding on applications of Birney Imes Jr., for am facilities in West Memphis, Ark., et al. Action May 27.

Granted petition by Dixon Bcstg. Co., Dixon, Ill., for extension of time from May 27 to June 5 for filing proposed findings and from June 10 to June 19 for reply findings in proceeding on its am application, et al. Action May 22.

By Hearing Examiner Herbert Sharfman

In accordance with understanding at May 25 conference, continued hearing from June 8 to June 15 in Terre Haute, Ind., tv ch. 10 proceeding. Action May 25.

By Hearing Examiner Elizabeth C. Smith

Scheduled prehearing conference for June 10 in proceeding on applications of Top Broadcasters Inc., and Natalia Bcstg. Co., for am facilities in San Antonio and Natalia, both Texas. Action May 29.

Scheduled prehearing conference for June 18 in proceeding on applications of Goleta Bcstg. Associates and Bert Williamson and Lester W. Spillane, co-partnership, for am facilities in Goleta and Santa Barbara, both California. Action May 29.

Granted petition by Bamray Bcstg. Co., for leave to amend its application for am facilities in San Antonio, Tex., to change name of applicant, change from corporation to partnership, changes in cost of equipment which result from changes in engineering proposal, and new engineering report; removed application from hearing and returned to processing line. Action May 21.

By Hearing Examiner Horace Stern

Granted motions by Allen B. DuMont Labs. Inc., and Globe Newspaper Company, subject to minor exceptions, to correct transcript in Boston, Mass., tv ch. 5 remand proceeding. Action May 25.

PETITIONS FOR RULEMAKING FILED

Austin Radio Co., Austin, Tex. (5-8-59)— Requests allocation of ch. 22 to Austin, Tex. Ann. May 22.

KCCC-TV Sacramento, Calif. (5-8-59)— Requests amendment of rules by lowering the minimum co-channel assignments and station mileage separations in Zone 11 from 190 miles to from 100 to 125 miles. Also requests the assignment of ch. 8 to Sacramento, Calif., in lieu of ch. 40 presently assigned. Ann. May 22.

KFYR Bismarck, N.D. (5-13-59)— Requests amendment of rules so as to increase power of Class III standard broadcasting stations to maximum of 25 kw power. Ann. May 22.

National Assn. of Broadcasters, Washington, D.C. (5-20-59)—Requests amendment of rules so that so-called "teaser announcements" be given separate consideration apart from advertising announcements wherein product or service is actually offered; or, in alternative, that Commission issue administrative interpretation of Sec. 3.119 (e) consonant with suggested proposal. Ann. May 22.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

License Renewals

Following stations were granted renewal of license: KCUE Red Wing; KSUM Fairmount; KAGE Winona; all Minnesota. KDTA Delta; KXXI Golden; KLMO Longmount; KLAK Lakewood; KYSN Colorado Springs; KVRH Salida; all Colorado. KBRX O'Neill; KCSR Chadron; KJSK Columbus; KOWH Omaha; KSTF (TV) Scottsbluff; all Nebraska. KAYS Hayes; KJRG Newton; KLWN Lawrence; KMAN, KSAC Manhattan; KMDO Fort Smith; KRSL Russell; all Kansas. WIL St. Louis; KBHM Branson; KWOC Poplar Bluff; all Missouri. KOMA, KYFM (FM), Oklahoma City; KTUL-TV, KVOO-TV Tulsa; WNAD Norman; KLTR Blackwell; all Oklahoma. KLEE Ottumwa; KJAN Atlantic, both Iowa. WDXB Chattanooga, Tenn.; KABR Aberdeen, S. D.; WDDT Greenville, Miss.; and WTVH(TV) Peoria, Ill.

ABOUT $24.00 A DAY PLUS BENEFITS!

Does $24 a day plus benefits sound good to you? No wonder! It's a lot more than most people get.

Well, $24 a day is *average* pay for steelworkers. That makes American steelworkers just about the best paid industrial workers anywhere in the world.

But $24 is only part of it.

In addition to their wages they get a package of benefits costing the steel companies another $4.78 a day on the average. They get:

- **...up to 3½ weeks vacation pay.**
- **...seven paid holidays.**
- **...pensions after retirement.**
- **...pay during jury service.**
- **...supplemental unemployment benefits where state laws permit.**
- **...life insurance.**
- **...sick and accident benefits for 26 weeks.**
- **...surgical insurance and 120-day hospitalization.**

The companies pay full costs of all benefits except the last three, in which employees share the cost.

A top union official who addressed the 1958 Convention of the Steelworkers' Union said this:

"Now, listen to me. Hear me now! This (rise in minimum pay since 1953) represents an increase of close to 48 percent. In the same period the cost of living has risen by a little more than 8 percent."

"And we got 48!"

No question, wages and benefits in steel have been rising sharply. In fact, in virtually every industry they have risen much faster than the nation's productive efficiency has risen. That's one reason for the inflation which cuts the buying power of your dollar.

This message is being brought to you by

REPUBLIC STEEL

because

INFLATION ROBS US ALL

American management continuously exercises ingenuity in developing longer lasting products, which eventually save the public money. Republic Steel, for instance, now coats steel pipe and tubing with plastic to resist corrosion better. Trade name of this exciting new product is Republic X-TRU-COAT. If you are associated with school, hospital, or other institutional or commercial building, you should be interested in Republic's Vision-Vent® Wall Panels made by the Truscon Division. Other building products with interesting economy stories are: Truscon Color-Finished Windows; Truscon Steel Joists; Truscon Steel Doors assembled with frames.

OUR RESPECTS TO . . .

William Dorsey Pabst

When KTVU (TV) San Francisco-Oakland began regular program service on March 3, 1958, a local newspaper described the station's executive vice president and general manager as ". . . a grey-haired grandfather giving birth to a television station . . ."

Reading the phrase, William Dorsey Pabst thought that if the writer had had all the facts, he might also have called it the longest pregnancy in tv history. It had lasted 17 years and three weeks, dating from the day that his daughter Joyce (the mother of his grandchildren) had run her tricycle over his first application for San Francisco ch. 2 while he was assembling the papers on the floor of his home on the San Francisco peninsula.

That was in 1941 and Mr. Pabst, then general manager of KFRC San Francisco, filed the application on behalf of the Don Lee Broadcasting System, West Coast regional radio network which owned KFRC. After the Don Lee application was withdrawn, early in 1954, he and his partner, Ward D. Ingrim, then manager of the Don Lee network, put in their own application. After three years and a hard-fought competitive hearing, the FCC awarded the ch. 2 grant to their company, San Francisco-Oakland Television Inc. Bill Pabst then resigned the KFRC general managership to put his full efforts to the birth of KTVU.

A Tough Fight • Critics said that an independent station in the San Francisco Bay Area would have a tough time competing with the three firmly-entrenched tv network stations, particularly after nine years of their exclusivity in the market.

"We didn't pay attention to their warnings of black times," Mr. Pabst recalls. "Instead, we put as much effort into the launching of ch. 2 as if it were the only station in California. We programmed what the audience wanted to see and scheduled programs at the times that were most convenient for the desired audiences."

Supplying what the audience wanted to see led KTVU into extensive sportscasting. The Bay Area audience is perhaps one of the most enthusiastic groups of sports fans in the national and network-bound stations could offer them little in the way of local and regional sports coverage. By offering such events as the NCAA regional basketball playoffs and finals (within its first month of operation), the California-Stanford "Big Game," roller derby, horse racing, boat races, professional as well as collegiate football, basketball, bowling and collegiate spring sports, KTVU won an immediate and loyal audience.

The station has kept sports fans loyal by such service as the longest remote in San Francisco sports history. This was last March, when KTVU followed California's basketball team to Louisville for the NCAA finals. The live telecasts of the team's two victorious games hit a top rating of 30. Folger's Coffee, one of the sponsors of the full basketball season, picked up the tab.

And Movies Too • Bill Pabst is known for his shrewd techniques in buying theatrical motion pictures and tv film series to help win more viewers for KTVU's live programming, in addition to sports, is chiefly news and the *Sherwood As Is* series, starring one of San Francisco's well known local tv personalities. It has just expanded from once-a-week to a full Monday-Friday schedule.

BAY AREA'S BILL PABST
Ch. 2 makes its mark

Businesswise, KTVU now is operating in the black, a tribute to Mr. Pabst's managerial acumen. The station has 120 advertisers, including most of the original 45 who started with the station 15 months ago. For June, virtually all evening time had been sold before the end of May and daytime sales were almost as good. The fall sports package of California and Stanford football games is fully sold four months before the first kickoff. Prudential Insurance, First Western Bank and Bardahl share the sponsorship.

On the theory that it's good business to spend money to make money, General Manager Pabst last summer moved KTVU into a new million-dollar plant in Oakland's Jack London Square. He began local color programming this spring and has just added a second tv tape unit.

Bill Pabst was born in Los Angeles Feb. 13, 1906, the son of Frederick Pabst, pioneering Cadillac advertising manager. "But," he quickly states, "at an early age I discovered the best things in life are not always located in Southern California." The Pabst family moved to the Bay Area and while the elder Pabst set up shop in San Francisco for Cadillac distributor Don Lee, his son enrolled at Hitchcock Military Academy at San Rafael. By graduation time, he was in charge of the student body as senior cadet-major.

'Caddies' to Radio • Following further education at Stanford and the U. of Mexico at Mexico City, he returned to San Francisco in 1928 and joined his father in the automobile business. The close association between Don Lee's automotive and broadcasting interests exposed Bill Pabst to radio and started a romance that in 1931 lured him away from Cadillacs and into radio as program coordinator for KFRC. By 1934, his grasp of programming had developed to the point that he was appointed program director of the station, in charge of both local programming and network originations.

In 1940, Bill Pabst was promoted to the post of general manager of KFRC. But almost before he'd settled comfortably into his new office he was making a more radical change, from a radio station manager to a lieutenant in the U.S. Navy, stationed at the Naval Air Station at Corpus Christi, Tex.

When the war ended, he returned to San Francisco and KFRC. But he soon found himself engaged in a new kind of war, when television invaded the Bay Area and began making inroads on radio's audience ratings and advertising revenues. For some years he fought a defensive action with more or less success, but the interest in tv that had lain dormant since 1941 came back with renewed vigor and when the chance came to change over he seized it with no hesitation.

Managing a tv station is a full time job, as Mr. Pabst would be the last to deny. Yet he somehow finds time for other business interests (he recently became a board member of Bonanza Air Lines) and for industry affairs (in March he was elected president of California Broadcasters Assn.) as well as for an occasional swim or a round of golf, his two chief hobbies.

Mr. Pabst married the former Marjorie Allen, whom he met on campus at Stanford. They have two grown children: Frederick and Joyce Pabst Wilson.

EDITORIALS

Now or never

AT the time this was written only three witnesses representing broadcasting had applied to testify before the Senate Commerce Committee's forthcoming hearings on repair of the political broadcasting law.

They were Frank Stanton, CBS president, Don McGannon, president of Westinghouse Broadcasting, and Harold E. Fellows, NAB president. No matter how persuasive those three may be, their testimony will not be enough to convince politicians they ought to give up their hold on political broadcasting.

At the very least spokesmen for other networks should appear, and in addition a regional representation of broadcasters who can relate their personal experiences with the idiocies of Sec. 315.

The hearings begin June 18, only 10 days from now. As we commented two weeks ago ["Repeal Sec. 315 Now Or Repent Later," EDITORIAL, May 25] there has never been a better chance for broadcasters to obtain relief from a law that prevents intelligent dissemination of campaign news. If they muff this one, they'll have to live with Sec. 315 a long time.

The Scotchman calls the cops

IF we hadn't heard it, we would have branded as just another tall Texas tale the report that Gordon McLendon, station multiple-owner, is advocating legislation to limit the number of stations in a given market.

But Mr. McLendon did say it to a big audience at the Storz Stations' disc jockey convention 10 days ago.

Mr. McLendon over the years has been one of broadcasting's rugged individualists. He has been an outstanding, even truculent opponent of the *status quo*. He has barged into market after market with promotional razzle-dazzle that has set them on their ears. He has bowled over sedate competitors who previously had ruled the roost.

Could it be that Mr. McLendon no longer can brook the competition of newcomers? If we're to have free enterprise—the freedom that Mr. McLendon so ebulliently espouses—there must be free competition. (This, however, is not to condone the wholesale licensing of stations without regard to good engineering standards.)

As long as there are assignments that fit under the engineering criteria there will be qualified applicants. They are risking their wherewithal. Existing stations cannot be guaranteed freedom from new competition. The alternative is to give stations protection under the public utility concept by limiting competition. But the government then demands the right to limit profits, which means rate regulation, and to control the quality of the product. In short, radio's freedom would go out the window.

We doubt whether Mr. McLendon will get much support for his project. We even doubt whether he believes in it himself, even though we heard him say it.

Labored legislation

FOR once we find ourselves in agreement with those labor leaders who officially have announced their opposition to the Kennedy-Ervin Bill which has passed the Senate and soon will be considered by the House. But we oppose it for different reasons.

Any labor legislation which does not ban secondary boycotts or coercive picketing, and which does not permit the courts to enjoin strikes in violation of "no strike" clauses should arouse the opposition of all fair-minded men. The Kennedy-Ervin bill is silent on these vital points. President Eisenhower has denounced it.

We wonder whether the opposition expressed by labor leaders is really sincere. It could be a diversionary tactic, designed to spike the guns of management forces.

Threaded throughout the Kennedy-Ervin Bill are provisions which, the experts tell us, foster compulsory unionism and in effect deny the rights of citizens to freedom of choice. They tell us, moreover, that it is one-sided legislation all down the line.

Broadcasters who have any feelings on the matter (and we can't imagine one who doesn't) should make their views known to their House members before the Kennedy-Ervin bill hits the floor.

Endville

IN Miami May 29-31 the phonograph record companies demonstrated, in a way disturbing to anyone who admires the full purpose and importance of radio, how great an influence they now exert over a considerable part of all U.S. radio programming.

Through no fault of the sponsoring Storz Stations, the record companies took over the Second Annual Radio Programming Seminar and Disc Jockey Convention. Their hospitality, abetted by sun, beach and pool, overwhelmed the serious parts of the program. Only the most dedicated delegates, an astonishing number considering the distractions, attended the business sessions.

The problem was one of excess. To the credit of the record companies it must be said that they produced the biggest show ever attracted to any broadcasting convention. It was a show in good taste and of extraordinary talent, and for people in programming it had professional value as well as private enjoyment. But the record companies also conducted a calculated campaign to lure d.j.s away from the panel sessions and into their suites for personal aggrandizement. And they used enticing bait indeed.

The events in Miami were a manifestation of the intense competition that now exists in the phonograph record field. There are hundreds of labels, and to a frightening degree they live or die by the spins they get on radio. With access to the air so vital to their future, the companies have a natural desire to cultivate disc jockeys any way they can. It was that desire which got out of control in Miami.

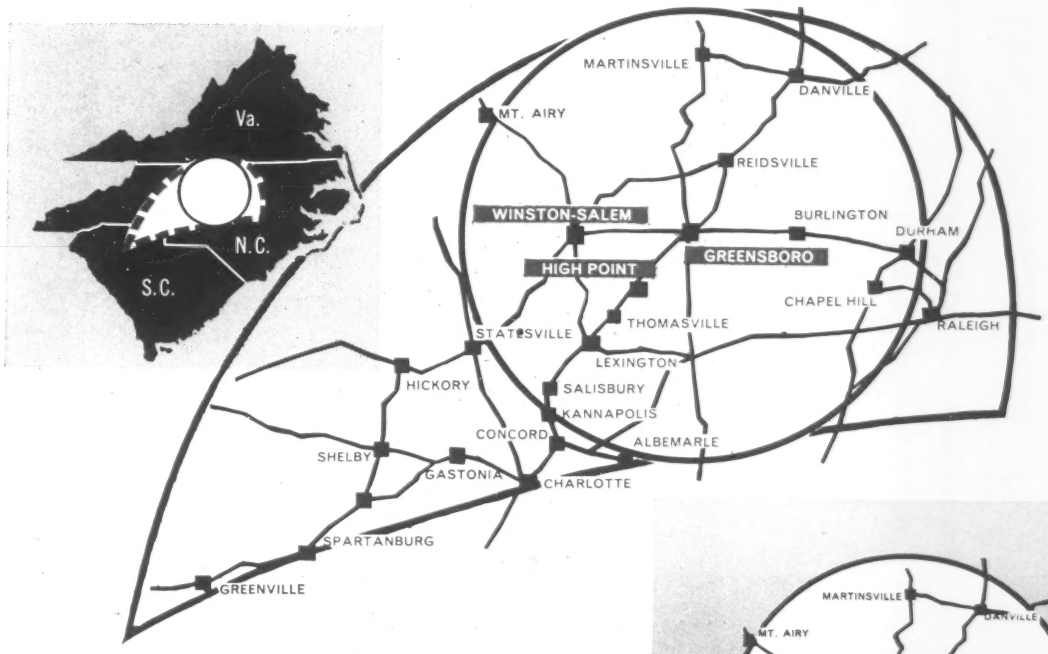
If there is to be another national seminar on radio programming—and there are good arguments that there should be—it must be conducted with a minimum of conflict between the main tent and the sideshows. And it must also be arranged to emphasize that there is more to radio programming than records.

Drawn for BROADCASTING by Sid Hix

"Found it in my office. . . . Could it possibly belong to that newspaper tv critic who was here yesterday?"

THIS IS THE PIEDMONT INDUSTRIAL CRESCENT

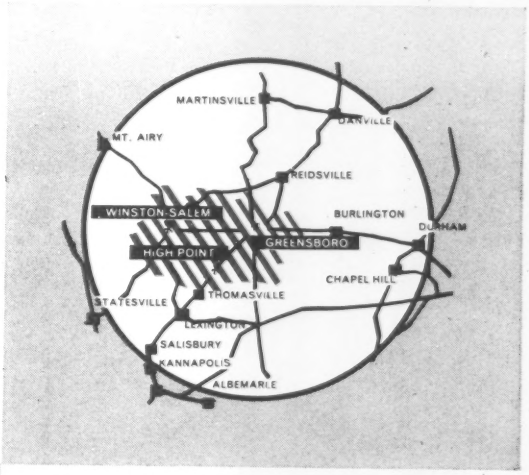
and it's dominated by wfmy-tv

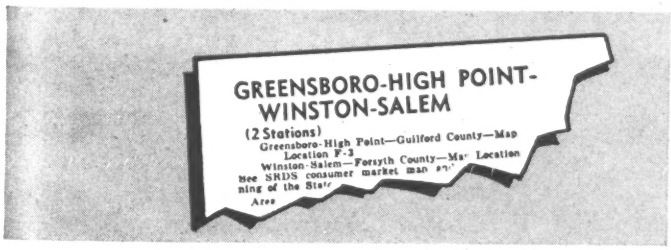


The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.





This Is North Carolina's
INTERURBIA

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

CBS 2

wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc.,
New York, Chicago, San Francisco, Atlanta, Boston, Detroit